

## defining design



We've heard hundreds of different definitions of design over the years

design is an activity

Everything we do that is not spontaneous is by definition design.



Design is an activity we do by plan that has an intended outcome. It has a predefined purpose. Getting dressed in the morning is a design process. Matching garments to weather, colors to the season and styles to intended activities are all decisions that have a purpose. Getting dressed before being fully awake or before the first cup of coffee does not come under this category.

design is a thing

It is also a name for the result of this intended outcome. This is one of the differences between Design and Art.

design is a process

In our world we think of design as an activity and let the Art Historians discuss design as an object. For us design is a process where we attempt to unify clients wishes and users needs. Things have to sell to be successful. If we can help our clients be more successful we still have a job. Pretty simple isn't it?