

---

# The Idea of Design

*A Design Issues Reader*

*edited by*

Victor Margolin and Richard Buchanan

**The MIT Press**

Cambridge, Massachusetts

London, England

# Contents

*ixi Acknowledgments*

*xi Introduction*

## Section I

### Reflecting on Design

#### Richard Buchanan

3 Wicked Problems in Design Thinking

#### Yves Deforge

21 Avatars of Design: Design Before Design

#### Alain Findeli

29 Moholy-Nagy's Design Pedagogy in Chicago (1937–1946)

#### Jorge Frascara

44 Graphic Design: Fine Art or Social Science?

#### Victor Papanek

56 The Future Isn't What It Used To Be

#### Rudolf Arnheim

70 Sketching and the Psychology of Design

#### Richard Buchanan

75 Myth and Maturity: Toward a New Order in the Decade of Design

## Section II

### The Meaning of Products

#### Martin Krampen

89 Semiotics in Architecture and Industrial/Product Design

#### Ann C. Tyler

104 Shaping Belief: The Role of Audience in Visual Communication

#### Martin Solomon

113 The Power of Punctuation

#### Mihaly Csikszentmihalyi

118 Design and Order in Everyday Life

#### S. Balaram

127 Product Symbolism of Gandhi and Its Connection with Indian Mythology

#### Clive Dilnot

144 The Gift

- Klaus Krippendorff**  
156 On the Essential Contexts of Artifacts or on the Proposition that  
“Design Is Making Sense (of Things)”

### Section III

#### **Design and Culture**

- Rajeshwari Ghose**  
187 Design, Development, Culture, and Cultural Legacies in Asia
- Tony Fry**  
204 A Geography of Power: Design History and Marginality
- Takuo Hirano**  
221 The Development of Modern Japanese Design: A Personal  
Account
- A Cheng**  
227 Line
- Gert Selle**  
238 Untimely Opinions (An Attempt to Reflect on Design)
- Tomás Maldonado**  
248 The Idea of Comfort
- Barbara Usherwood**  
257 The Design Museum: Form Follows Funding
- Abraham A. Moles**  
268 Design and Immateriality: What of It in a Post Industrial Society?
- Victor Margolin**  
275 Expanding the Boundaries of Design: The Product Environment  
and the New User
- 281 *Sources*
- 283 *About the Contributors*

Nevertheless, the idea that design could impact productivity was not one to be easily dropped. With what came to be referred to as the human relations movement, executives aimed to offer their workers a more humane and benevolent workplace. Several architects were part of that movement and designed architectural utopias to root out any form of social unrest. The idea was to make every aspect of the design mobile. A flexible office was cheaper and could be reorganised at will, depending on the needs of the moment. But sadly, in the years that followed, these open spaces were more often filled with the standardised and numbing cubicles that reflected the large dominance of individual-crushing bureaucracies.

Designing Idea offers beautiful home design ideas for kitchens, living rooms, bathrooms, bedrooms, furniture, and decor. Designing Idea's best boards. Galley Kitchen Ideas. Designing Idea 31 Pins. View this Great Living Room with Crown molding & Box ceiling. Discover & browse thousands of other home design ideas on Zillow Digs. Plan 4150 - Woods at Shelborne by Pulte Homes. Make That Change - Transitioning to a Contemporary Living Room - Transitional Decor Top interior design website for kitchen design, living rooms, bathrooms, bedrooms, furniture, and home decor. Designing Idea. Free Design Software. Menu. Types of Kitchen Cabinet Hinges. Welcome to our guide detailing the types of kitchen cabinet hinges including popular styles, features and finishes. Choosing hinges for your kitchen [Continue reading]. Kids Room Paint Colors (Design Ideas). Here we share some of the best kids room paint colors to create a fun and inviting interior design. Kids rooms, those fun little spaces that kids [Continue reading]. Types Of Garage Door Openers (Pros & Cons). Below we explain the types of garage door openers including pros and cons and help you find the b

The Idea of Design book. Read reviews from world's largest community for readers. The Idea of Design is an anthology of essays that addresses the nature and practice of product design and graphic design in the contemporary world. The essays, selected from volumes 4-9 of the international journal Design Issues, focus on three themes: reflection on the nature of design, the meaning of products, and the place of design in world culture. The authors are diverse and international.

"The Idea of Design" is an anthology of essays that addresses the nature and practice of product design and graphic design in the contemporary world. Out of thousands of ideas realized and presented on various design-related websites, there are few worth really paying attention to. A unique design is not only about one great idea, but it's also about the way you realize the idea in real life. Another important thing about new concepts and inventions is that they are made by people for people. That is why every designer's creation must fit perfectly into our life to become an inseparable part of it. Check out our list of the most outstanding and impressive inventions made by designers from all over the world. It's a real pillow fight! © Bryna

Look at this unique design idea to lay out the floor with the sidewalk tiles, which looks organically enough though. Also we can pay the attention to the vintage dissonant black radiator at the window. It looks like an alien in this industrial styled room, nevertheless attracting the surprising glances of the visitors. Take a look at this nice design of the bathroom under a sloped ceiling with skylight. It combines a couple of functional zones at once. You can take a bath, use toilet and sink here in the morning, as well as to choose your daily wardrobe or even to do some of your business tasks sitting at the small improvised working place near the window. Red tones of the cabinet and the bathtub add the brightness to the minimalistic interior.