



What is Design? A Selection of Definitions

Design involves the conscious material and medial design of processes, product and the corporate identity of a company. When applied strategically, design offers companies great potential for value-added generation in order to differentiate themselves from the competition. *Upper Austria Design Study*

Design is not truly a "segment" rather it is a grouping of professional services to industry which are available either independently through specialist consultancies or through direct employment of design teams. *The Ecology of Queensland Design*

Design is the combination of artistry and usefulness that makes design the creative industry par excellence. *Design Issues in Europe Today*

Everything now depends on design. It is its role as a bridge between technology and art, ideas and ends, culture and commerce that is now important, not in its surreptitious twentieth century form but in the oneness of its twenty-first century definition. *Design Issues in Europe Today*

The act of design involves not just shaping a product's appearance but also involves a range of inputs into the creation of the form and function of a product and its production, marketing and appeal to the consumer." *Gertler and Vinodrai, University of Toronto*

Design is a process of purposeful creative thinking, planning and work used to identify and make opportunities that lead to commercial and cultural advantage. Design gives tangible dimension, shape, color, pattern and character to products, information, communications, spaces and services. *Design Industry Scoping Review – New Zealand*

The term design is often, incorrectly, interpreted as meaning something that applies only to an object's appearance. Design, however, is in fact a far wider ranging notion that relates as much to a process as it does to an object. *Building the Case for Added Value through Design – New Zealand*

Design is an activity that translates an idea into a blueprint for something useful, whether it's a car, a building, a graphic, a service or a process. The important part is the translation of the idea, though design's ability to spark the idea in the first place shouldn't be overlooked. *Making the Link - Toronto*

Design is not simply a matter of enhancing functionality or styling, but is a powerful symbolic medium for expressing and reinforcing a brand. *Managing Design and Designers – Ravasi and Lojacona*

The knowledge to creatively find user focused solutions, including both functional and aesthetic aspects – three dimensional thinking in complex situations. Design is used in shaping merchandise, services, processes, messages and environments. *Swedish Industrial Design Foundation*

Design is "art people use." *Ellen Lupton*