

# Differing Starting Points Yet the Same Path

The design process is a standard understood by all who are teaching Design. All teachers who teach design implement the following seven steps of the process:

1. Identifying and Defining a Problem
2. Gathering and Analyzing Information
3. Determining Criteria for Successful Solutions
4. Generating Alternative Solutions and Building Prototypes
5. Evaluating and Selecting Appropriate Solutions
6. Implementing Choices
7. Evaluating Outcomes

While the process of designing has standardized, the key issues are only somewhat standardized. The five key issues that are the core of the Design conversation, however, are widely accepted:

## Five Key Issues of Design

Function - Design in use, how it works, who is affected.

Innovation & Creativity - New materials, ideas, and technologies.

Communication - Impact of design on seeing, thinking, acting, and feeling.

History & Criticism - Studies of designers, styles, movements, theories, and aesthetics.

Context - Design within economic, environmental, social, cultural, and political systems.

The issues frame the intent of the designers to more fully address needs of designs for today's consumers. They are not unlike the artistic issues we use in class. The obvious difference is function.