Design Discourse and Discourse Design: Reflections on "Conveyence Matter"

Introduction.

The traditional distinctions between theory and practice, as well as the differentiations among the applied (angewandte), practical, and theoretical, are questionable and fuzzy when viewed against the backdrop of the evolution of applied arts discourse (design discourse) during the 20th and at the beginning of the 21st centuries. The same can be said of the tradition of science and design, for example, design models for theories could also be framed as discourse design in science. If we compare these models with current design discourse, we can follow design discourse as a science of design, that body of work which attempts to improve our understanding of "scientific" design methods of investigation, or a design science, an explicitly organized, rational and wholly systematic approach to design, or even a science for design, that is, a systematic collection of accounts of successful design practices, design methods, and their lessons (Nigel Cross 2001: 51,52). But within the context of a comparative analysis of discourse design and design itself, the distinctions become quite fuzzy.

An example of a theoretical discourse work, which is simultaneously a design work because it also contains theory design, is Helmut Krippendorf's Semantic Turn, which focuses on the trajectory of artificiality, a trajectory that Krippendorf constructs by following the development of design in the 20th century. Krippendorf identifies charges in the development which he relies on for his trajectory. It moves from products to goods and services, then to identifies, to interfaces, to multi-user systems and networks, to projects, and finally to the discourses we are currently involved in (Krippendorff 2006: 6).

This proposed development offers us an interesting illustration to work with, especially if we wish to evaluate contemporary assignments in which designers are involved, since designers are not only involved in traditional design discourse, which uses drawings and objects to project solutions, but contemporary designers are also being challenged in purely theoretical language discourses to create meaning from proposed designs. Furthermore, discourses reside in those communities of people who join together to enact that what constitutes their community. They perform it, so to speak, and thereby create everything that matters to the members of the community (Krippendorff 2006: 11).

Design and Discourse

We can therefore also claim, as does Krippendorff, that artifacts become increasingly embedded in language (Krippendorff 2006: 12, 13). And he acknowledged that meaning matters, since it is a move to wards human-centeredness. All designs objects need to be communicated and understood—and therefore interpreted.

Within Krippendorff's proposed trajectory of artificiality, the development of design moves toward a culture of discourse in which designers—like philosophers or other professional thinkers— participate in making sense of things. Krippendorff locates the designer and his work within a general

Design Discourse Design Discourse

Jonathan Glynne, Fiona Hackney, Minton, Viv

Design Discourse Design Discourse:

Design Discourse Victor Margolin, 1989-09-15 The editor has gathered together a body of writing in the emerging field of design studies The contributors argue in different ways for a rethinking of design in the light of its cultural significance and its powerful position in today s society. The collection begins with a discussion of the various expressions of opposition to the modernists purist approach toward design Drawing on postmodernist theory and other critical strategies the writers examine the relations among design technology and social organization to show how design has become a complex and multidisciplinary activity The second section provides examples of new methods of interpreting and analysing design ranging from rhetoric and semiotics to phenomenology demonstrating how meaning is created visually A final section related to design history shifts its emphasis to ideological frameworks such as capitalism and patriarchy that establish boundaries for the production and use of design **Graphic Design Discourse** Henry Hongmin Kim, 2018-03-20 If the aim of graphic design is to communicate meaning clearly there s an irony that the field itself has struggled between two contradictory opposites rote design resulting from a rigorous fixed set of rules and eccentric design that expresses the hand of the artist but fails to communicate with its audience But what if designers focused on process and critical analysis over visual outcome Through a carefully selected collection of more than seventy five seminal texts spanning centuries and bridging the disciplines of art architecture design history philosophy and cultural theory Graphic Design Discourse Evolving Theories Ideologies and Processes of Visual Communication establishes a new paradigm for graphic design methodologies for the twenty first century This illuminating anthology is essential reading for practicing designers educators and students trying to understand how to design in a singular expressive way without forgoing clear and concise visual communication <u>Design</u> Discourse David Franke, Alex Reid, 2010-10-06 Design Discourse Composing and Revising Programs in Professional and Technical Writing addresses the complexities of developing professional and technical writing programs The essays in the collection offer reflections on efforts to bridge two cultures what the editors characterize as the art and science of writing often by addressing explicitly the tensions between them Design Discourse offers insights into the high stakes decisions made by program designers as they seek to function at the intersection of the practical and the abstract the human and the technical Good as We Know it Garreth C. Blackwell, 2017 This dissertation examines the ways in which design and design practitioners have defined value in the design discourse through the vocabulary and concept of goodness since 1870 These definitions of value have been central to design discourse both past and present and deal with the impact and purpose of design work as well as its role in the creation of the approaching future Since before the coalescence of graphic design as a separate field of design these questions have been tied to the form function or social impact of the objects created by designers Despite the prevalence of this line of inquiry in the discourse current usage tends toward uncritical and uninformed usage because of a separation of the terminology from the historical context in which this conversation

developed The purpose of this investigation then is not to segment terms into right or proper definitions but to apply a critical historical lens to the vocabulary of goodness as it has been used in the larger design discourse since 1870 in order to better understand the state of current discussions of value and to inform paths of future inquiry In order to do so this investigation developed a framework by which to understand the ways in which goodness has been contextualized over the last 150 years This historical context does not limit us to a historicist approach to design and it not presented as an essentialist or teleological marker of things to come Instead knowledge of the historical context and various uses of a term makes us better educated practitioners of design who are more capable of combating the individualistic fallacy of the enlightened genius Through a fuller knowledge of the critical historical context in which our field s vocabulary developed we can better understand notions of creativity that position designers as expert guides through networks of information and Design Discourse on Business and Industry Gjoko Muratovski, Craig Vogel, 2020-03-06 As design has gone meaning through change growth and expansion of meaning and interpretation in practice and education so has design research The traditional boundaries of design are dissolving and connections are being established with other fields at an exponential rate Based on the proceedings from the 2017 International Association of Societies of Design Research conference the Re Research series is an edited collection that showcases a curated selection of eighty three papers just over half of the works presented at the conference With topics ranging from the introduction of design in the primary education sector to designing information for artificial intelligence systems this collection showcases diverse perspectives in design and design research Divided into seven thematic volumes the Re Research series maps out where the field of design research is now The Re Research collection includes Volume 1 Teaching and Learning Design Volume 2 Philosophical Frameworks and Design Processes Volume 3 Design and the Creation of Social Value Volume 4 Design and Living Well Volume 5 Design Discourse on Culture and Society Volume 6 Design Discourse on Business and Industry Volume 7 Design and Digital Interaction Design Discourse on Culture and Society Gjoko Muratovski, Craig Vogel, 2020-03-15 As design has gone through change growth and expansion of meaning and interpretation in practice and education so has design research The traditional boundaries of design are dissolving and connections are being established with other fields at an exponential rate Based on the proceedings from the 2017 International Association of Societies of Design Research conference the Re Research series is an edited collection that showcases a curated selection of eighty three papers just over half of the works presented at the conference With topics ranging from the introduction of design in the primary education sector to designing information for artificial intelligence systems this collection showcases diverse perspectives in design and design research Divided into seven thematic volumes the Re Research series maps out where the field of design research is now The Re Research collection includes Volume 1 Teaching and Learning Design Volume 2 Philosophical Frameworks and Design Processes Volume 3 Design and the Creation of Social Value Volume 4 Design and Living Well Volume 5 Design Discourse on Culture and Society

Volume 6 Design Discourse on Business and Industry Volume 7 Design and Digital Interaction The Idea of Design Victor Margolin, Richard Buchanan, 1995 An anthology of essays addressing the nature and practice of contemporary product and graphic design selected from volumes four through nine of the international journal Design Issues Themes include reflection on the nature of design the meaning of products and the place of design in world culture Includes b w photos and illustrations c Book News Inc Cranbrook Design Hugh Aldersey-Williams, 1990 Published to accompany an exhibition of work produced from 1980 to 1990 by students alumni and staff at the Cranbrook Academy of Art's design department Interpretive essays accompany the diverse graphics products furniture and interiors Paper edition unseen 35 Annotation copyrighted by Book News Inc Portland OR **Discursive Design** Bruce M. Tharp, Stephanie M. Tharp, 2022-11-22 Exploring how design can be used for good prompting self reflection igniting the imagination and affecting positive social change Good design provides solutions to problems It improves our buildings medical equipment clothing and kitchen utensils among other objects But what if design could also improve societal problems by prompting positive ideological change In this book Bruce and Stephanie Tharp survey recent critical design practices and propose a new more inclusive field of socially minded practice discursive design While many consider good design to be unobtrusive intuitive invisible and undemanding intellectually discursive design instead targets the intellect prompting self reflection and igniting the imagination Discursive design derived from discourse expands the boundaries of how we can use design how objects are in effect good s for thinking Discursive Design invites us to see objects in a new light to understand more than their basic form and utility Beyond the different foci of critical design speculative design fiction interrogative design and adversarial design Bruce and Stephanie Tharp establish a more comprehensive unifying vision as well as innovative methods They not only offer social criticism but also explore how objects can for example be used by counselors in therapy sessions by town councils to facilitate a pre vote discussions by activists seeking engagement and by institutions and industry to better understand the values beliefs and attitudes of those whom they serve Discursive design sparks new ways of thinking and it is only through new thinking that our sociocultural futures can change **Designing Modern Norway** Kjetil Fallan, 2016-09-19 Designing Modern Norway A History of Design Discourse is an intellectual history of design and its role in configuring the modern Norwegian nation state Rather than a conventional national design history survey that focuses on designers and objects this is an in depth study of the ideologies organizations strategies and politics that combined might be said to have designed the modern nation s material and visual culture. The book analyses main tropes and threads in the design discourse generated around key institutions such as museums organisations and magazines Beginning with how British and continental design reform ideas were mediated in Norway and merged with a nationalist sentiment in the late nineteenth century Designing Modern Norway traces the tireless and wide ranging work undertaken by enthusiastic and highly committed design professionals throughout the twentieth century to simultaneously modernise the nation by design

and to nationalise modern design Bringing the discussion up towards the present the book concludes with an examination of how Norway s new found wealth has profoundly changed the production mediation and consumption of design

Re:Research: Design discourse on business and industry International Association of Societies of Design Research. **The Disobedience of Design** Gui Bonsiepe, 2021-12-02 This volume presents for the first time in English a curated selection of writings by the design thinker Gui Bonsiepe from the 1960s to the present day Addressing as it does guestions of non Western design and a design practice that is both radical and democratic Bonsiepe's work has assumed new importance for current debates inspired by global political and environmental crises Structured into three sections the anthology first addresses Bonsiepe s work on design theory and practice particularly in relation to the history and contemporary relevance of the Ulm design school where Bonsiepe was a professor in the 1960s A second section then represents Bonsiepe's writings after his move to South America in the 1960s and 70s where he worked as a design consultant for the Allende government in Chile before the military takeover In writings from the period Bonsiepe explores the concept of design at the periphery and the relationship of national design traditions and practices in Latin American countries to those of the core Western European and American design The final section comprises selections of Bonsiepe's writings on design in relation to literacy and language visuality and cognition This indispensable volume includes new interviews with Bonsiepe as well as his original previously unpublished texts **Designing Organization Design** Rodrigo Magalhães, 2020-10-16 As a topic organization design is poorly understood While it is featured in most management books as a chapter dedicated to organizational structures it is unclear whether organization design is a one off event or an ongoing process Thus it has traditionally been understood to be the same as an organizational configuration with neat lines of communication and distribution of responsibilities following pre set typologies Yet what can be said to constitute organizational structure in this first half of the 21st century The extraordinary growth of digital communications the decreasing relevance of hierarchical bureaucracies and the general demise of command and control have all but decimated the traditional notion of organizational structure Organization design needs a theoretical revamping Using a mix of design and social science theories and concepts Rodrigo Magalh es outlines a new human centric interpretation of design design principles and design culture He puts forward a paradigm where the organization for purposes of its design is considered to be a social actor in a permanent state of transformation with significant repercussions for social and economic life He also proposes a model of leaderful organization design distinguished as practice based guided by values of democratic participation and driven by design logics which places meaning making and meaning taking at the center of organizational life and can be adopted and adapted to suit different environments Networks of Design Jonathan Glynne, Fiona Hackney, Minton, Viv, 2010-06 Networks of Design maps a new methodological territory in design studies conceived as a field of interdisciplinary inquiry and practice informed by a range of responses to actor network theory It brings together a rich body of current work by researchers in the social

sciences technology material culture cultural geography information technology and systems design and design theory and history This collection will be invaluable to students and researchers in many areas of design studies and to design practitioners receptive to new and challenging notions of what constitutes the design process Over ninety essays are thematically organised to address five aspects of the expanded notions of mediation agency and collaboration posited by network theory Ideas Things Technology Texts and People The collection also includes an important new essay on rethinking the concept of design by Bruno Latour one of the most influential figures in the philosophy and sociology of science and technology and a pioneer of actor network theory and essays deriving from forum discussions involving designers and designer makers responsive to actor network theory Rather than an anthology of previously published essays Networks of Design presents work in progress on design theory and its applications It is the outcome of a live and vigorous debate on the possibilities and actualities offered by actor network led conceptualisations of the relationships and processes constituting design All the essays many collaborative derive from papers presented at the international conference of the Design History Society held at University College Falmouth UK in the Autumn of 2008 **Design-inspired Innovation** James M Utterback, Sten Ekman, Susan Walsh Sanderson, Bengt-arne Vedin, Roberto Verganti, Bruce Tether, Eduardo Alvarez, 2006-12-01 When an innovation is inspired by design it transcends technology and utility The design delights the user seamlessly integrating the physical object a service and its use into something whole A design inspired innovation is so simple that it becomes an extension of the user It creates meaning and a new language Design Inspired Innovation takes a unique look at the intersection between design and innovation and explores the novel ways in which designers are contributing to the development of products and services The book s scope is international with emphasis on design activities in Boston England Sweden and Milan Through a rich variety of cases and cultural prisms the book extends the traditional design viewpoint and stretches the context of industrial design to question and answer what design is really all about It gives readers tools for inspiration and shows how design can change language and even create human possibilities

Transnational Discourses in Nordic Design Astrid Skjerven, Rachel Gotlieb, 2024-11-14 Challenging the stereotypes of Scandinavian design these essays explore design in Denmark Norway and Sweden and assess the different roles that Finland and the wider Nordic region had in forming an image of Scandinavian design throughout the world By examining the legacy of Nordic design and its global impact editors Astrid Skjerven and Rachel Gotlieb shed light on the development of national and regional design identities and their historical associations Authors investigate the transnational circulation of ideas throughout the later 20th century and consider the influences on design practices production and consumerism They look at how different countries negotiated and promoted Nordic branding and ideology and offer new perspectives on design in relation to sustainability changing economies and indigenous traditions A range of leading international scholars evaluate the popularity of Nordic style in Soviet material culture the influence on jewellery design in post war Britain the impact of

national design conferences exhibitions and education in Europe the USA Canada and Japan Drawing from a wealth of archival material and interviews with designers makers and other stakeholders this book reveals a lesser known history of cross cultural collaborations exhibition production and tensions between mainstream and indigenous design in Scandinavia Transnational Discourses in Nordic Design also provides an insight into some of the authors own design practices and reveals the challenges facing Nordic designers today The Design Productivity Debate Alex H.B. Duffy, 2012-12-06 Over the past decade with greater emphasis being placed upon shorter lead times better quality products reduced product costs and greater customer satisfaction the topic of Engineering Design has received increased interest from the industrial and ac ademic communities Considerable effort has been directed at developing design process methodologies and building computer tools that focus upon relatively narrow aspects of design but many key problems in Engineering Design research and practice remain unanswered Resulting from the First International Engineering Design Debate held in Glasgow UK in late 1996 this volume discusses the main issues concerning the improvement of design productivity Covering design studies design development concurrent engineering and design knowledge and information it attempts to derive a common understanding of the basic factors problems and potential solutions involved [] With Design: Reinventing Design Modes Gerhard Bruyns, Huaxin Wei, 2022-11-05 This collection stems from the International Association of Societies of Design Research IASDR congress in 2021 promoting the research of design in its many fields of application Today's design finds itself at a critical moment where the conventional modes of doing thinking and application are increasingly challenged by the troubled ideology of globalisation climate change migration patterns and the rapid restructuring of locally driven manufacturing sectors The volume presents a selection of papers on state of the art design research work As rapid technological development has been pushing and breaking new ground in society the broad field of design is facing many unprecedented changes In combination with the environmental cultural technological and crucially pandemic transitions design at large is called to fundamentally alter its modes of practice Beyond the conventional models of conducting research or developing solutions to wicked problems the recoupling of design with different modes should be seen as an expression to embrace other capacities of thinking criticisms and productions This selection of proceedings papers delivers the latest insights into design from a multitude of perspectives as reflected in the eight thematic modes of the congress i e social making business critical historical projective impact pandemic and alternative with design modes The book benefits design researchers from both academia and industry who are interested in the latest design research results as well as in innovative design research methods In presenting an interesting corpus of design case studies as well as studies of design impact this comprehensive collection is of relevance to design theorists and students as well as scholars in related fields seeking to understand how design plays a critical role in their respective domains **Design Culture** Guy Julier, Mads Nygaard Folkmann, Niels Peter Skou, Hans-Christian Jensen, Anders V. Munch, 2019-02-21 Design culture foregrounds the relationships

between the domains of design practice design production and everyday life Unlike design history and design studies it is primarily concerned with contemporary design objects and the networks between the multiple actors engaged in their shaping functioning and reproduction It acknowledges the rise of design as both a key component and a key challenge of the modern world Featuring an impressive range of international case studies Design Culture interrogates what this emergent discipline is its methodologies its scope and its relationships with other fields of study The volume s interdisciplinary approach brings fresh thinking to this fast evolving field of study Nordic Contributions in IS Research Margunn Aanestad, Tone Bratteteig, 2013-07-29 This book contains the refereed proceedings of the 4th Scandinavian Conference on Information Systems SCIS held in Oslo Norway in August 2013 Participants were invited to discuss experiences of digital living within a multitude of empirical settings covering questions like e g how do people relate to each other when interaction is mediated through social networks or what are the societal effects of ICT becoming ubiquitous in everyday situations The 6 papers accepted for presentation at the conference were selected from 18 submissions and address digital living from different perspectives

The Top Books of the Year Design Discourse Design Discourse The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous compelling novels captivating the hearts of readers worldwide. Lets delve into the realm of popular books, exploring the fascinating narratives that have captivated audiences this year. Design Discourse Design Discourse: Colleen Hoovers "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Design Discourse Design Discourse: Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This spellbinding historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids captivating storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Design Discourse Design Discourse: Delia Owens "Where the Crawdads Sing" This evocative coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These top-selling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and thrilling novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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Table of Contents Design Discourse Design Discourse

- 1. Understanding the eBook Design Discourse Design Discourse
 - The Rise of Digital Reading Design Discourse Design Discourse
 - o Advantages of eBooks Over Traditional Books
- 2. Identifying Design Discourse Design Discourse
 - Exploring Different Genres
 - o Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Design Discourse Design Discourse
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Design Discourse Design Discourse
 - Personalized Recommendations
 - Design Discourse Design Discourse User Reviews and Ratings
 - Design Discourse Design Discourse and Bestseller Lists
- 5. Accessing Design Discourse Pree and Paid eBooks
 - o Design Discourse Design Discourse Public Domain eBooks
 - o Design Discourse Design Discourse eBook Subscription Services
 - Design Discourse Design Discourse Budget-Friendly Options
- 6. Navigating Design Discourse Design Discourse eBook Formats
 - o ePub, PDF, MOBI, and More
 - Design Discourse Design Discourse Compatibility with Devices
 - Design Discourse Design Discourse Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Design Discourse Design Discourse
 - Highlighting and Note-Taking Design Discourse Design Discourse
 - o Interactive Elements Design Discourse Design Discourse
- 8. Staying Engaged with Design Discourse Design Discourse

- Joining Online Reading Communities
- Participating in Virtual Book Clubs
- Following Authors and Publishers Design Discourse Design Discourse
- 9. Balancing eBooks and Physical Books Design Discourse Design Discourse
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Design Discourse Design Discourse
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Design Discourse Design Discourse
 - Setting Reading Goals Design Discourse Design Discourse
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Design Discourse Design Discourse
 - Fact-Checking eBook Content of Design Discourse Design Discourse
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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