




**Course Name**      **Philosophy & History of Design**

**Department**      **Humanities and Social Sciences, IIT Kanpur**

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## Module 1 : What is Design

### Lecture 1 : Design Definition

The Lecture Contains:

 What is Design

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## Module 1 : What is Design

## Lecture 1 : Design Definition

***“IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE.***

***KNOWLEDGE IS LIMITED. IMAGINATION ENCIRCLES THE WORLD”***\_\_\_ *Albert Einstein*

What is Design?



Plate 1A Greek  
Ceramics



1B Ancient Indian Kitchenware



1C Japanese Tea  
Ceremony



1D Java Puppet

(Source: 1A [https://www.google.co.in/search?hl=en&sugexp=les%](https://www.google.co.in/search?hl=en&sugexp=les%3B&tok=ZvJgtmhzv0sO5MuYolp8A&pq=a)

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1 B: [https://www.google.co.in/search?hl=en&sugexp=les%3B&tok=ZvJgtmhzv0sO5MuYolp8A&pq=greek+wine+vessels&cp=8&gs\\_id=40f&xhr=t&q=ancient+indian+agriculture+tools&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bpcl=38897761&biw=1350&bih=573&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=Cla0UImMNMfJrAfzmoGIBg](https://www.google.co.in/search?hl=en&sugexp=les%3B&tok=ZvJgtmhzv0sO5MuYolp8A&pq=greek+wine+vessels&cp=8&gs_id=40f&xhr=t&q=ancient+indian+agriculture+tools&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=38897761&biw=1350&bih=573&um=1&ie=UTF8&tbn=isch&source=og&sa=N&tab=wi&ei=Cla0UImMNMfJrAfzmoGIBg) ; Nov. 27, 2012

1 C: [https://www.google.co.in/search?hl=en&q=japanese+tea+ceremony&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bpcl=38897761&biw=1350&bih=573&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=6Va0ULX2C8fmrAfnrYHwCQ](https://www.google.co.in/search?hl=en&q=japanese+tea+ceremony&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=38897761&biw=1350&bih=573&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=6Va0ULX2C8fmrAfnrYHwCQ) ; Nov. 27, 2012

1 D: [https://www.google.co.in/search?hl=en&q=Java+Puppet&bav=on.2,or.r\\_gc.r\\_pw.r\\_qf.&bpcl=38897761&biw=1350&bih=573&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=tIm0UKv5PMi3rAf5o4GIDQ](https://www.google.co.in/search?hl=en&q=Java+Puppet&bav=on.2,or.r_gc.r_pw.r_qf.&bpcl=38897761&biw=1350&bih=573&um=1&ie=UTF-8&tbn=isch&source=og&sa=N&tab=wi&ei=tIm0UKv5PMi3rAf5o4GIDQ) Nov. 27, 2012)



## Module 1 : What is Design

### Lecture 1 : Design Definition

Greek Ceramics (plate 1A), ancient kitchenware from India (plate 1B), Japanese Tea Ceremony (plate 1C) and Java Puppet (plate 1D) all exhibit wide range of design applications from ancient period. Above products, display manifestations of their culture, heritage, and ethos to reflect their sentiment. In each case product expresses especial purpose and sentimental association. Design is common in each case however in each product design is representing very especial meaning for a very special community. Therefore, understanding the meaning of design is the most relevant issue before we discuss anything.

Design is an art, which we can see, experience and interact with. Design implies a type of creativity that has purpose and executed in a systematic, innovative, and analytical manner to solve a problem. Design process works on the basis of predetermined needs to help in planning solution through physical display and functioning. Design reflects socio-political-cultural issues of the society. Design changes according to the taste of people. It is never dead. It keeps on growing and changing like organic substance depending on the social need and aspirations. It survives by changing and accommodating various other surrounding factors. Design reflects the energy, prosperity, aspiration, innovations and living conditions of people. Manifestations of design are the mirror of the society. There is a saying, 'the chaotic road condition reflects the nature of a society.' The archeological finds from Indus Valley Civilization reflect the prosperity, growth and the life-style of the people of their time. The advanced technology, creativity and innovations of IDV Civilization amaze historians and archeologists even today. Every little or large item of IDV Civilization illustrates the taste, desire and rich heritage of their society. The 'usability' of design reflects the desire and the functioning of the social fabrics.

Design has the inbuilt aesthetic quality that surrounds us all the time. It reflects the principal, broadest, and most advanced form of human non-artistic activity that conforms to the laws of beauty. It embraces the preparation, production and existence of things manufactured by industry to meet the requirements of utility, convenience and beauty.

***“Design is creative work whose goal is to determine the formal properties of manufactured goods, including both their external characteristics and most important, the functional and structural interrelations which turn the article into a single whole both from the point of view of producer and customer.***

***The design is the world of objects created by man by means of industrial technology which meet the demands of the beautiful and the functional.”***

***\_ International Seminar on Design, Belgium 1964***



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### Lecture 1 : Design Definition

#### Design Definition

Design reflects discipline, ethics, and taste of a community and nation. Design activity can be one of the most important indicators of the social growth and economy. Design combines usefulness and meaning in the form of practical objects that can also reflect user's identities and aspirations through forms and patterns.

Some of the workable and acceptable definition of the term '**design**'-

- Design is the quest for simplicity and order;
- Design is the process of inventing artifacts that display a new physical order, organization, and form in response to function;
- Design is a statement of order and organization. Its goal is the quest for order among various segments or parts;
- Design is a conscious and intuitive effort directed toward the ordering of the functional, material, and visual requirements of a problem;
- Design implies intention, meaning, and purpose;
- The planning and patterning of any act toward a desired, foreseeable end constitutes the design process;
- Design is creative problem solving.

***“Design is the creative work whose goal is to determine the formal properties of manufactured goods, including both their external characteristics, and most important, the functional and structural interactions which turns the article into a single whole both from the point of view of producer and consumer.***

***Design is the world of the objects created by the man by means of Industrial technology which meets the demands of the beautiful and the laws of functional.”***

— ***Industrial Seminar of Design, Belgium 1964***

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