
Contents

Author's preface	vi
1 Introduction	1
Part One What is Design ?	
2 The changing role of the designer in society	10
3 Descriptions of the design process	22
Part Two Problems and Solutions	
4 The components of design problems	38
5 Measurement, criteria and judgement in design	48
6 A model of design problems	63
7 Problems and solutions	81
Part Three Design Thinking	
8 Types and styles of thinking	94
9 Creative thinking	106
10 Design philosophies	119
11 Design strategies	130
12 Design tactics and traps	150
13 Designing with others	171
Cedric Green	
14 Designing with computers	187
Bibliography	203
Index	213