

Comparing old vs new definitions of design

OLD

[A designer] is a planner with an aesthetic sense.

~ BRUNO MUNARI, 1966

NEW

No longer associated simply with objects and appearances, design is increasingly understood in a much wider sense as the human capacity to plan and produce desired outcomes.

~ BRUCE MAU, 2007

OLD	Material / Physical			Immaterial / Metaphysical		
	Speculative Aim: Truth or understanding	Physical Sciences physics, chemistry, biology	Social Sciences psychology, sociology, linguistics	Fine Arts music, visual art, film/theatre, poetry, etc.	Ethics political science, political philosophy	Logic symbolic logic, mathematics
Applied Aim: Solve practical problem	Engineering struct., materials, chem.	Health Sciences genetics, medicine	Design <u>architecture, industrial, graphic design, etc.</u>	Politics and Law policies, law, services, etc.	Computing Sciences information, computation	
Executing Aim: Match plan	Manufacturing, Construction and Delivery building trades, factory and assembly-line, technical trades, printing, etc.			Administration gov't ministry, institution		
DISCIPLINE SUB-CLASSES	DISCIPLINES					

NEW	Material / Physical			Immaterial / Metaphysical		
	Speculative Aim: Truth or understanding	Physical Sciences physics, chemistry, biology	Social Sciences psychology, sociology, linguistics	Fine Arts music, visual art, film/theatre, poetry, etc.	Ethics political science, political philosophy	Logic symbolic logic, mathematics
Design <u>Aim: Solve practical problem</u>	Engineering struct., materials, chem.	Health Sciences genetics, medicine	Applied Arts architecture, industrial, graphic design, etc.	Politics and Law policies, law, services, etc.	Computing Sciences information, computation	
Executing Aim: Match plan	Manufacturing, Construction and Delivery building trades, factory and assembly-line, technical trades, printing, etc.			Administration gov't ministry, institution		
DISCIPLINE SUB-CLASSES	DISCIPLINES					

Sources

Munari, B. (2008). *Modern Classics Design As Art*. Penguin Classic.

Mau, Bruce. (2007). "What is Massive Change?" *Massive Change*. Retrieved February 12, 2007 from: <http://www.massivechange.com/about/>.