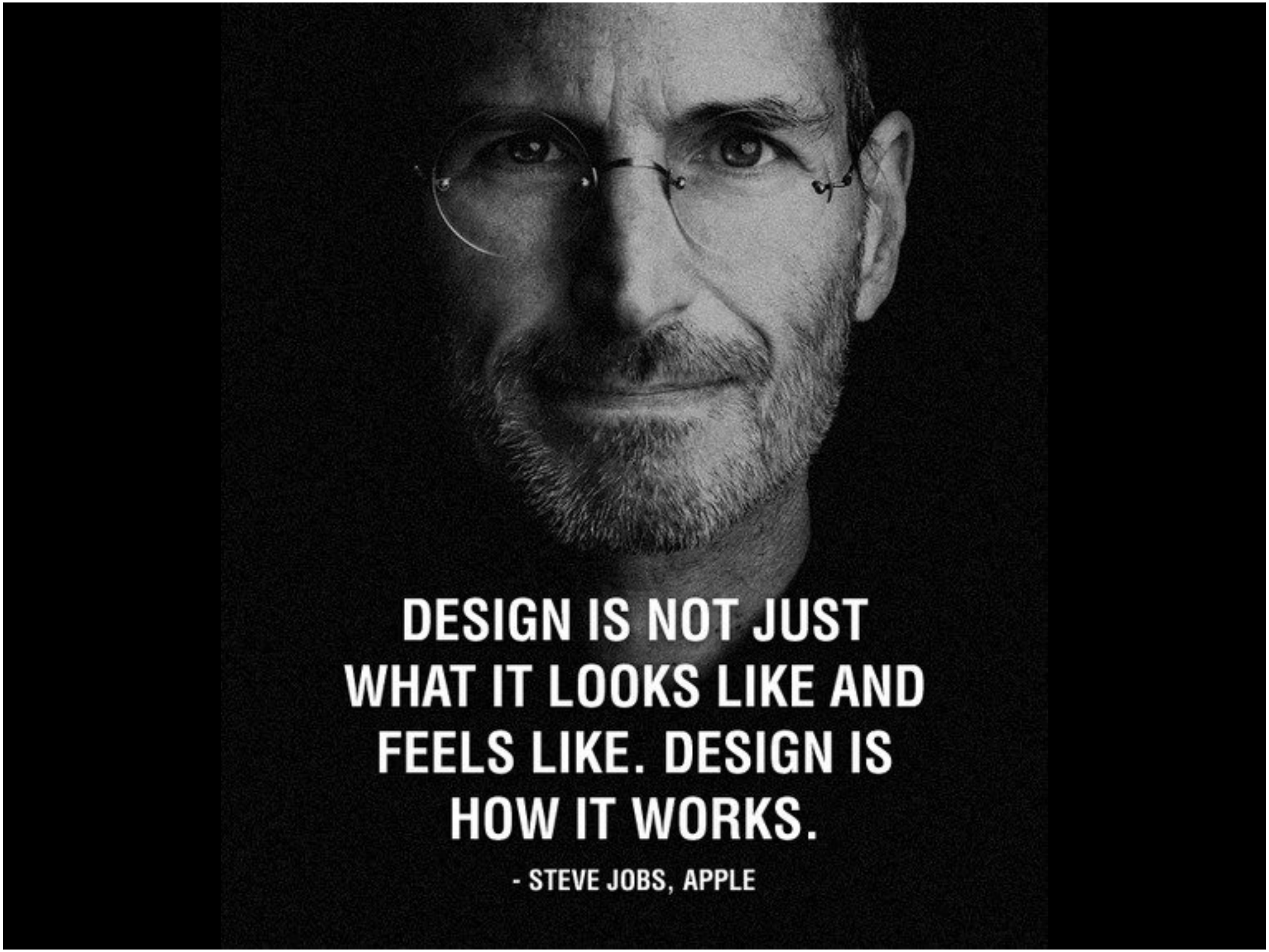
What is design?

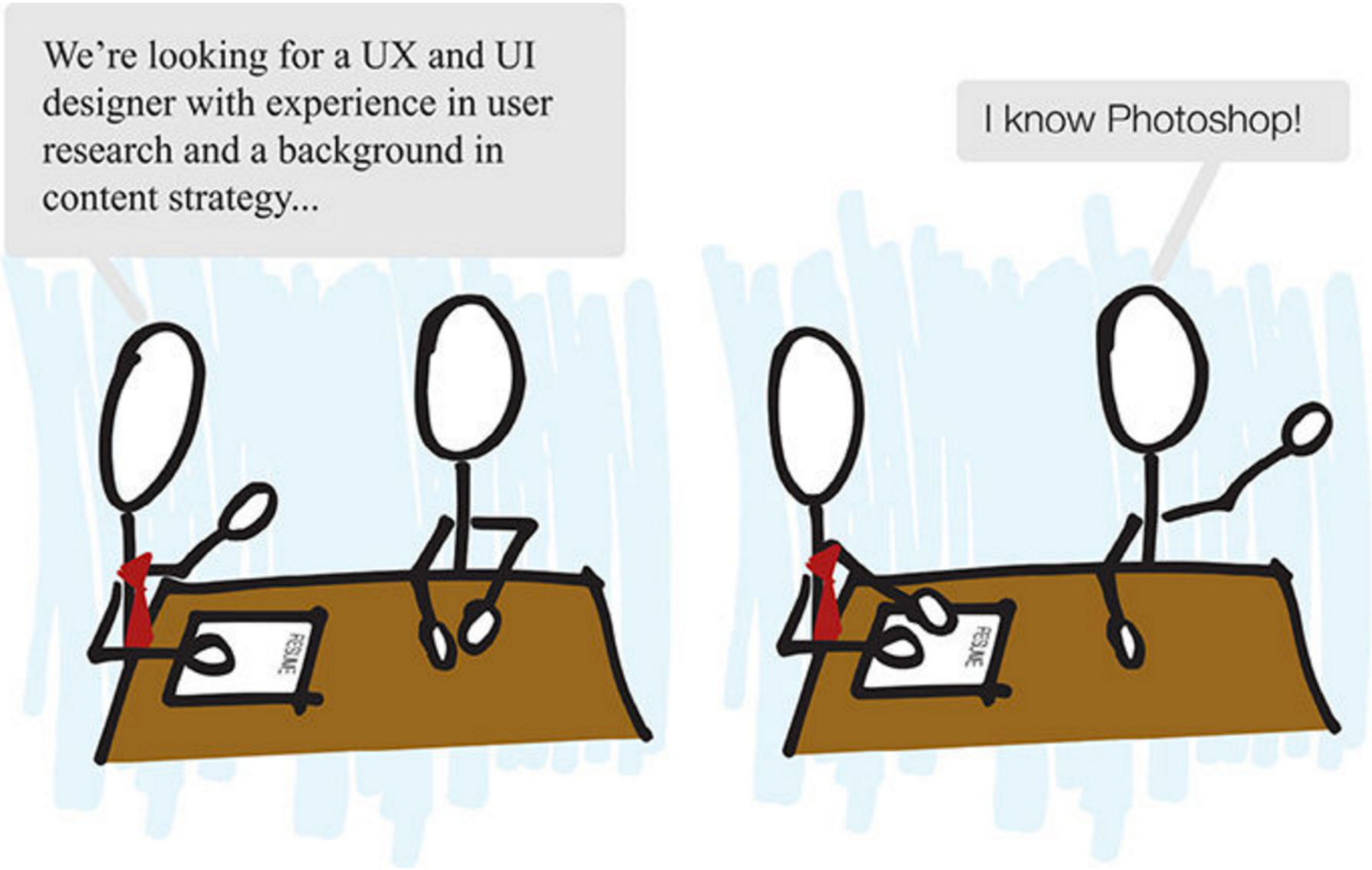
In most people's vocabularies, design means veneer. It's interior decorating. It's the fabric of the curtains and the sofa. But to me, nothing could be further from the meaning of design. ***Design is the fundamental soul of a man-made creation*** *that ends up expressing itself in successive outer layers of the product or service."*

Steve Jobs
Fortune magazine 2000, quoted in The Guardian


DESIGN IS NOT JUST
WHAT IT LOOKS LIKE AND
FEELS LIKE. DESIGN IS
HOW IT WORKS.
- STEVE JOBS, APPLE

Design is ...

… a process for developing solutions that effectively integrate task, context of use, and "user."



From *Articulating Design Decisions*

A web design project may be …

- Building a few web pages for a department or product
- Developing a simple web application that collects information
- Redesigning an existing web site
- Updating content on an existing web site
- Using Twitter/Facebook/WordPress/etc for some specific reason