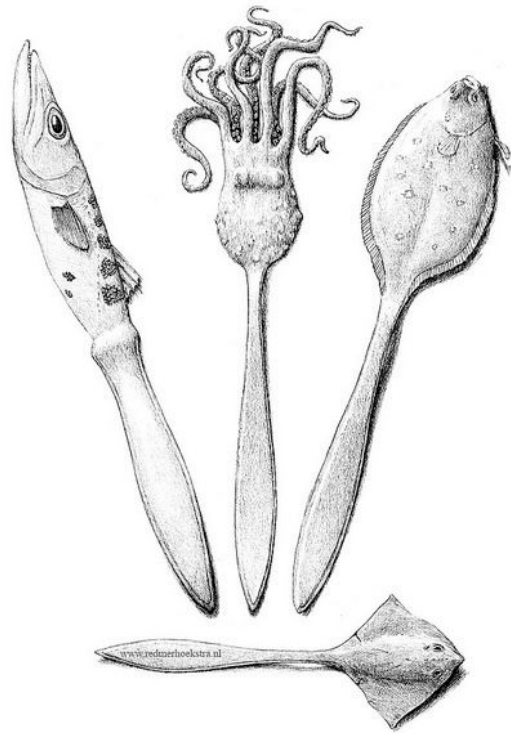


“4 orders of design”



Fields of Design Problems

	Communication Symbols	Construction Things	Interaction Action	Integration Thought
Inventing Symbols	Symbols: Words & Images			
Judging Things		Physical Objects		
Connecting Action			Activities, Services, Processes	
Integrating Thought				Systems, Organizations, Environments

4 ORDERS OF DESIGN (BUCHANAN)

1. "The first of these areas is **the design of symbolic and visual communications**. This includes the traditional work of graphic design, such as typography and advertising, book and magazine production, and scientific illustration, but has expanded into communication through photography, film, television, and computer display. The area of communications design is rapidly evolving into a broad exploration of the problems of communicating information, ideas, and arguments through a new synthesis of words and images that is transforming the "bookish culture" of the past." (Buchanan 1992: 9)

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2. "The second area is **the design of material objects**. This includes traditional concern for the form and visual appearance of everyday products — clothing, domestic objects, tools, instruments, machinery, and vehicles — but has expanded into a more thorough and diverse interpretation of the physical, psychological, social, and cultural relationships between products and human beings. This area is rapidly evolving into an exploration of the problems of construction in which form and visual appearance must carry a deeper, more integrative argument that unites aspects of art, engineering and natural science, and the human sciences." (Buchanan 1992: 9)

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4 ORDERS OF DESIGN (BUCHANAN)

3. "The third area is **the design of activities and organized services**, which includes the traditional management concern for logistics, combining physical resources, instrumentalities, and human beings in efficient sequences and schedules to reach specified objectives. However, this area has expanded into a concern for logical decision making and strategic planning and is rapidly evolving into an exploration of how better design thinking can contribute to achieving an organic flow of experience in concrete situations, making such experiences more intelligent, meaningful, and satisfying. The central theme of this area is connections and consequences. Designers are exploring a progressively wider range of connections in everyday experience and how different types of connections affect the structure of action." (Buchanan 1992: 9-10)

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4. "The fourth area is **the design of complex systems** or environments for living, working, playing, and learning. This includes the traditional concerns of systems engineering, architecture, and urban planning or the functional analysis of the parts of complex wholes and their subsequent integration in hierarchies. But this area has also expanded and reflects more consciousness of the central idea, thought, or value that expresses the unity of any balanced and functioning whole. This area is more and more concerned with exploring the role of design in sustaining, developing, and integrating human beings into broader ecological and cultural environments, shaping these environments when desirable and possible or adapting to them when necessary." (Buchanan 1992: 10)

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Buchanan, R. (2015). Worlds in the Making: Design, Management, and the Reform of Organisational Culture. *She Ji: The Journal of Design, Economics, and Innovation*, 1(1), 5–21.