societies, the designer loses all influence over other designers except by the power of example.

The third, middle, path lies between these two extremes, and is much more difficult to identify except in vague terms. In this role, designers remain professionally qualified specialists but try to involve the users of their designs in the process. These more participatory approaches to design may include a whole range of relatively new techniques, ranging from the public inquiry through gaming and simulation through to the recent computer-aided design procedures. All these techniques embody an attempt on the designer's part to identify the crucial aspects of the problem, make them explicit, and suggest alternative courses of action for comment by the non-designer participants. Designers following this approach are likely to have abandoned the traditional idea that the individual designer is dominant in the process, but they may still believe they have some specialised decision-making skills to offer. We return to the problems created by this approach in two special chapters on designing with others and designing with computers at the end of the book.

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3

Route maps of
the design process

The six phases of a design project:

1. Enthusiasm
2. Disillusionment
3. Panic
4. Search for the guilty
5. Punishment of the innocent
6. Praise for the non-participants

Notice on the wall of the Greater London Council Architects
Department
(According to Astragal AJ, 22 March 1978)

'Now for the evidence,' said the King, 'and then the sentence.' 'No!' said the Queen, 'first the sentence, and then the evidence!' 'Nonsense!' cried Alice, so loudly that everybody jumped, 'the idea of having the sentence first!'

Lewis Carroll, *Alice Through the Looking Glass*

Definitions of design

So far in this book we have not actually attempted a definition of what is and is not design. We have explored the variety and complexity of the designer's role and seen something of the way this has developed over time. We have also seen a little of the enormous variety of types of design and discussed the dimensions along which they vary. To attempt a definition of design too soon might easily lead to a narrow and restricted view. To understand fully the nature of design it is necessary not only to seek out the similarities between different design situations, but also to recognise the very real differences. Inevitably, each of us will approach this general understanding of design from our own particular background.