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Programming: Shared Vision

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Programming is a process: it is an investigative, research-oriented process that defines the requirements and purpose of the project. The programming process solidifies the relationship between client and designer by ensuring that the participating parties have a shared vision of the project's goals and objectives. It evokes consensus as to the expectations of the design team and assists the designer in performing "due diligence" to define the information essential for the ensuing phases of the design process.

A thorough programming process will assist in ensuring the best possible project outcome. It will reinforce the guidelines for project development and guarantee that problem solving is focused on the critical issues of the project. Good design cannot be incubated without strong investigative programming. For a design to be both pleasing and functional, the designer must share the heart of the client, see the same future, and know from historical experiences where and how to lead the journey. Without ample time spent in developing this common understanding, efforts to solve the problem will have no logical or reasonable basis for being.

Once a program has been defined, documented, and approved, it will serve as a "check and balance" for the evolving solutions and define the boundaries for creativity. Design solutions should be assessed by their ability to achieve the programmatic requirements. This logical basis for analysis adds validity to the design process.

The primary goal of programming is to develop an innovative and measurable tool that will serve as a strategic road map for problem solving. Because each project is unique in its needs, applications, and requirements, programming efforts must be customized to adapt to the individuality of each project.