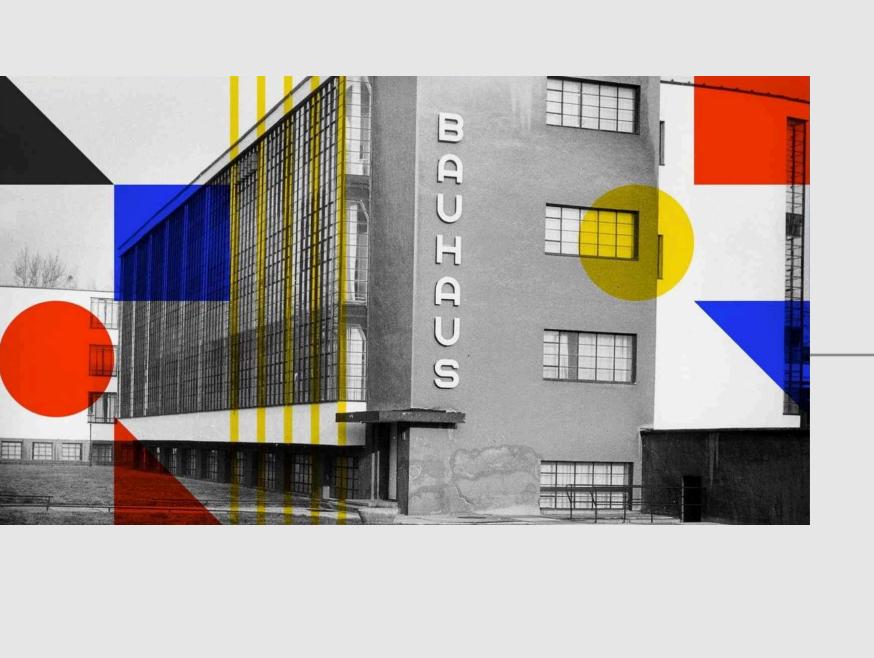


Design Evolves through Complexity

Movements, Methods, and Machines

From Arts & Ideals to Industrial Practice

Early design, rooted in the Arts & Crafts movement and Bauhaus, united beauty, function, and education, shaping design as a human-centered applied craft. Hands-on iteration with materials emphasized intuition over mechanization.

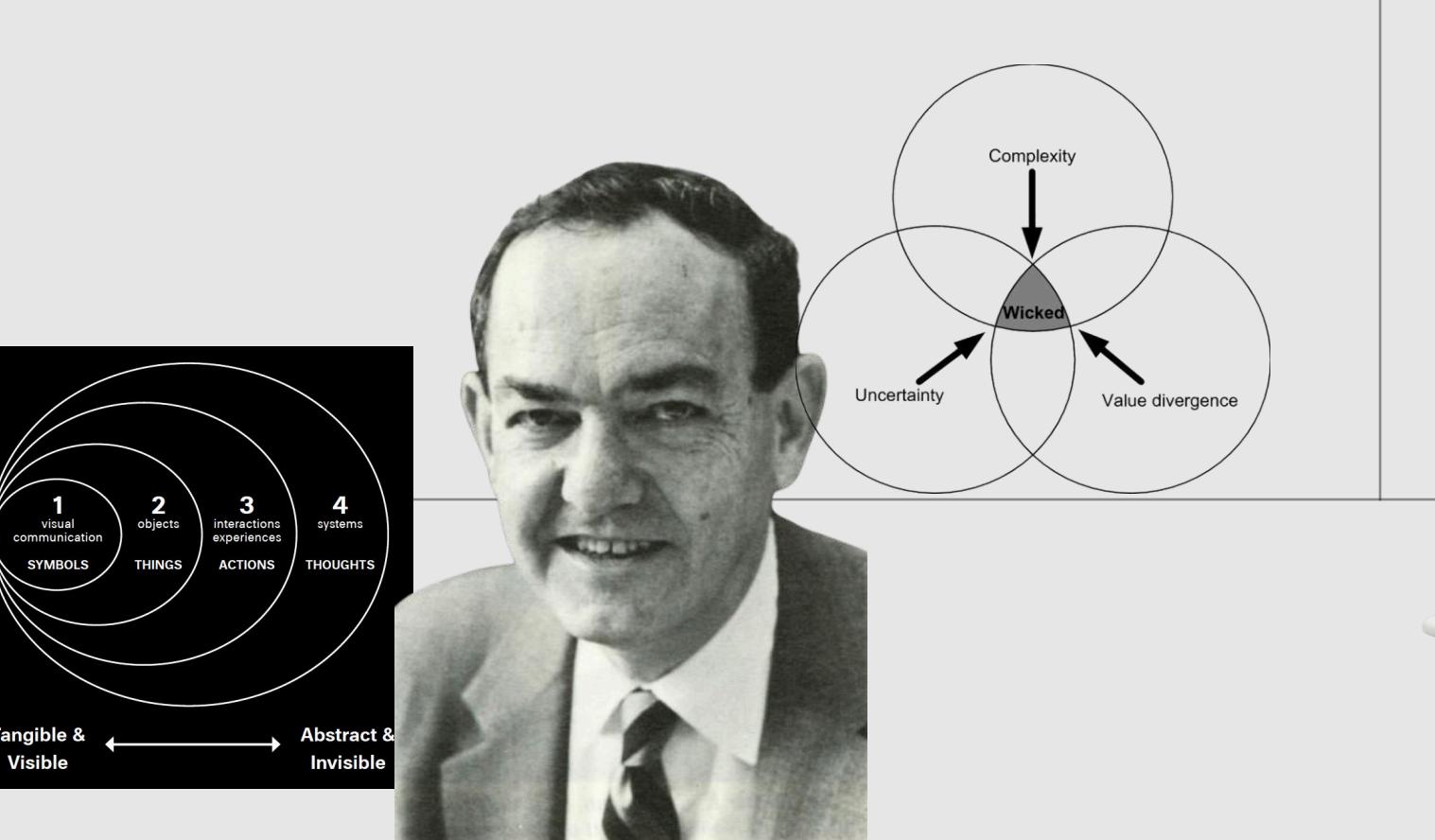


CRAFT DESIGN PRE-1950S - PRESENT

Pioneers: William Morris, Walter Gropius
Methods: Hand sketches, material prototyping, looms, printing presses, craftsmanship

CREATIVE PROBLEM-SOLVING 1960S - PRESENT

Pioneers: Herbert A. Simon, Horst Rittel, Richard Buchanan
Methods: Problem framing, iterative models, four orders of design, prototyping cycles



From Intuition to Intellectual Framework

Facing growing complexity, design evolved into a structured cognitive practice, addressing ill-defined "wicked problems" through iterative and systemic thinking.

(Simon, 1969; Buchanan, 1992)

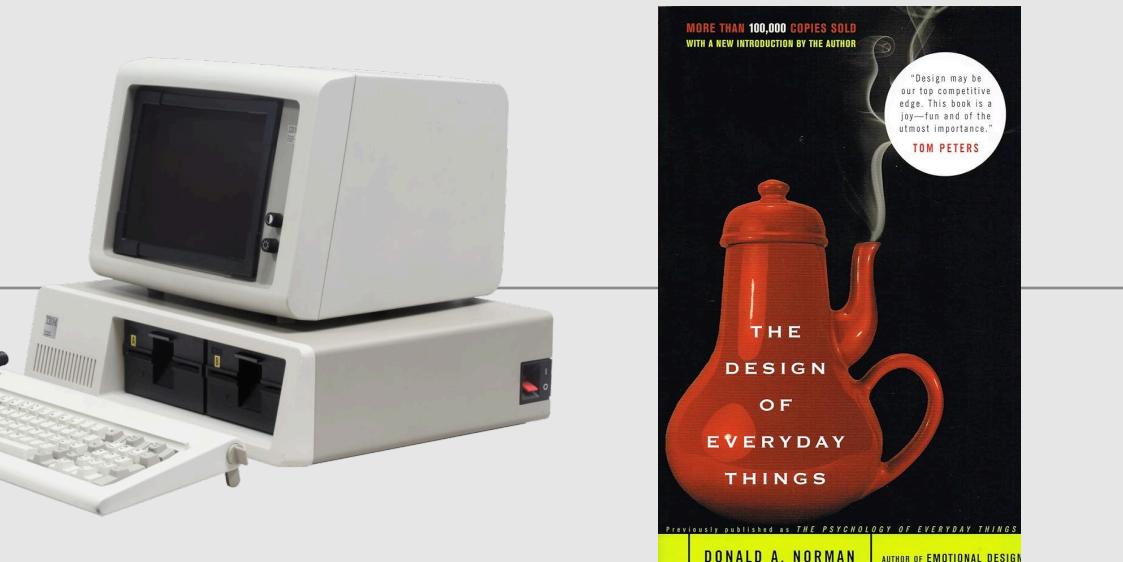
From Interface Logic to Behavioral Insight

The rise of digital technology shifted design from objects to interfaces, focusing on behavior, feedback, and usability as key design outcomes.

(Norman, 1988; IDEO practice)

EXPERIENCE DESIGN LATE 1990S - PRESENT

Pioneers: Joseph Pine, James Gilmore, Jesse James Garrett
Methods: Journey maps, emotional arcs, narrative design, immersive environments



INTERACTION DESIGN 1990S - PRESENT

Pioneers: Bill Moggridge, Don Norman
Methods: Human-centered interaction, interface logic, feedback loops, Wireframes, personas, usability tests

EXPERIENCE DESIGN LATE 1990S - PRESENT

Pioneers: Joseph Pine, James Gilmore, Jesse James Garrett
Methods: Journey maps, emotional arcs, narrative design, immersive environments



SERVICE & SYSTEMS DESIGN 2010S - PRESENT

Pioneers: Birgit Mager, Lucy Kimbell, Peter Jones, Cat Drew
Methods: Systems mapping, participatory design, service blueprints, stakeholder maps, ecosystem diagrams

From Emotional Connection to Experience as Economy

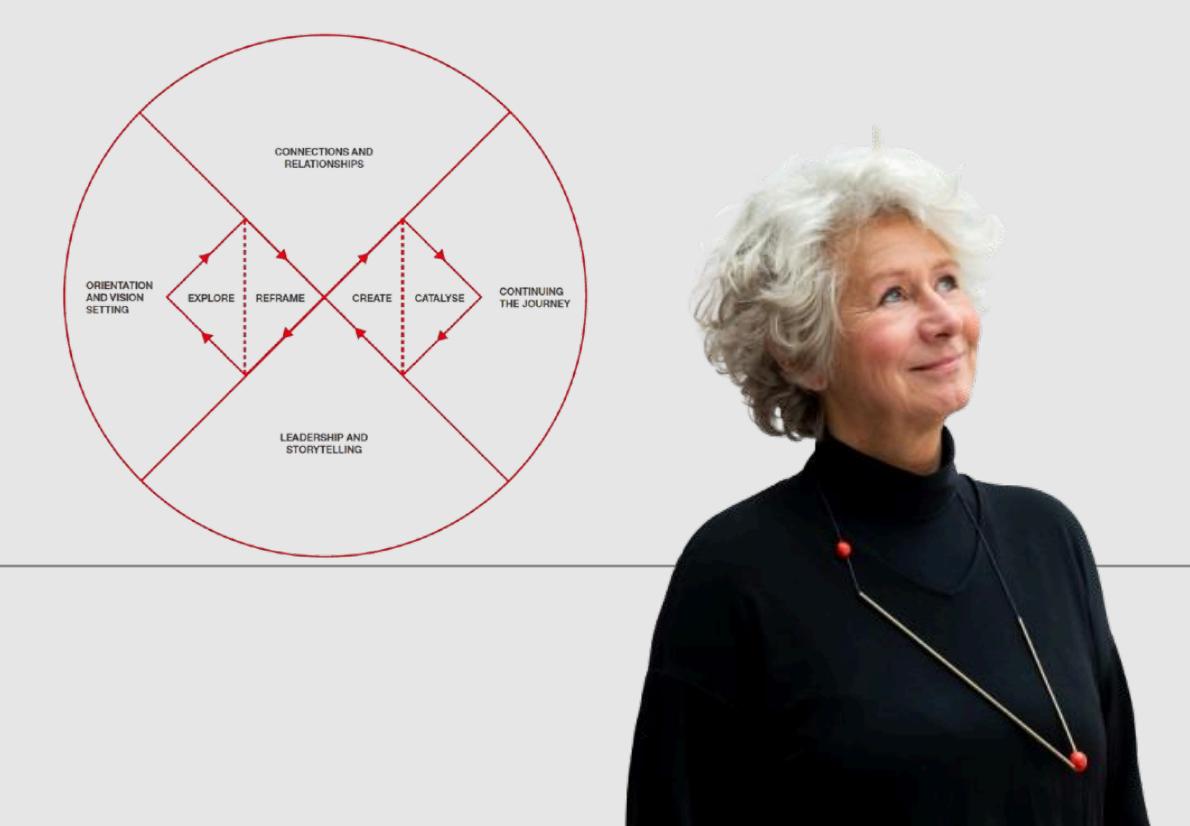
As markets saturated, design shifted from function to feeling, staging emotional, memorable experiences as the core economic offering.

(Pine & Gilmore, 1998, 2013)

From Products to Platforms & Policies

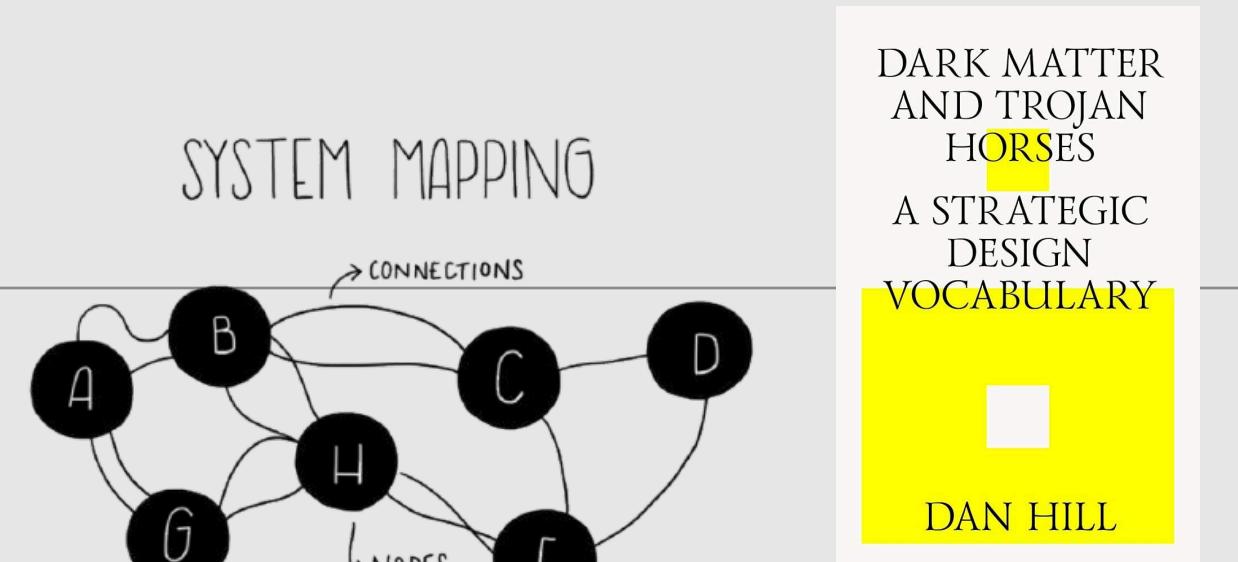
Design expanded to orchestrate systems and services, enabling multi-stakeholder co-creation across institutions, policies, and touchpoints.

(Qian Sun, 2022; Design Council, 2021)



EXPERIENCE DESIGN LATE 1990S - PRESENT

Pioneers: Ezio Manzini, Dan Hill, Justin Cook
Methods: Speculative prototypes, leverage-point maps, AI simulation tools, system transition design, scenario planning



From Making Outputs to Designing Futures

Strategic design reframed design as long-term system stewardship, leveraging speculative tools and AI to shape societal infrastructures and planetary futures.

(Humble, 2020; Strategic Design Research Foundation)