

Design Is a Process

As a process products **may be** produced . . . or not,
aesthetic elements **may be** included . . . or not.

As a process communication **will be** fostered,
knowledge **will be** promoted and truth acknowledged.

Because **Design Is a Process** it can be taught, measured, evaluated, owned, learned and improved.

As a process, design can be **applied** in creative ways **but does not require** creativity.

As a process, design also needs information and opinions from those
without creative credentials but whose experience and expertise is **critical**.

Design as a process defines a structure, where **possibilities** are conceived, nested, nurtured,
hatched, fed, weaned, grown, released and rejuvenated.

It is where a **curriculum** can be developed, methods identified, exercises planned,
tests given, standards met, graduate and post-graduate degrees earned.

It is where **certification** can happen as well as accreditation, codification and preservation.

Design as a process is a structure without form, agreement without capitulation,
collaboration **without loss or forfeiture** of individuality.

It is where **the unconceivable** is conceived and made whole.

Design as a process doesn't limit participation, it encourages it, complements it, compels it,
engages it and even permits **conflicting agendas** to find sanctuary.

Design as a process shapes instincts into instruments, **tools** that produce **measurable results**.

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To those who **understand** the process, how it works, the routes it takes, its elements and choices,
mechanics and parameters, the advantages are available and rewards are **inevitable**.

Define the goal, provide the conveyance and you will structure success.

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