

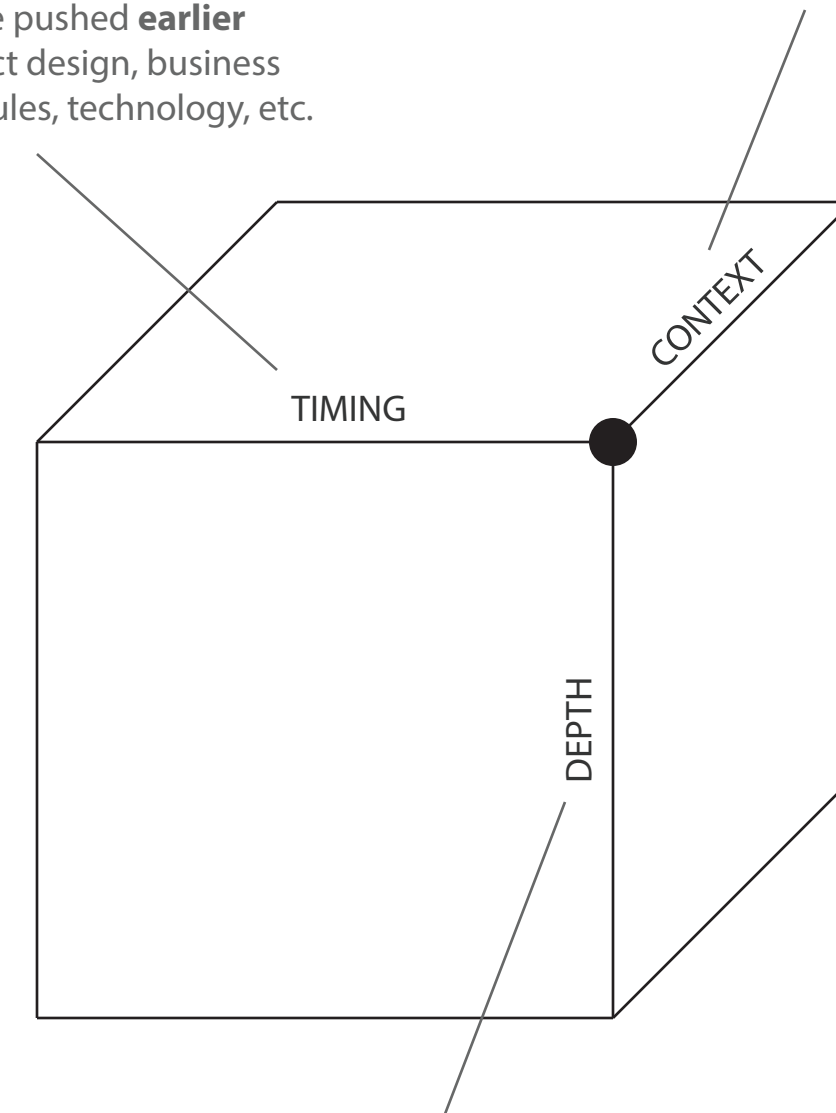
# THE DIMENSIONS OF DESIGN

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Design is often perceived as a singularity, as one dimensional, as something done at the end of the process, on a small piece of the problem, to “make things pretty”.

Closer to the singularity, design is perceived as something done “at the end”. It needs to be pushed **earlier** to influence product design, business process, business rules, technology, etc.

Closer to the singularity, design is perceived as something done “on small pieces”; on components of the system, rather than the system itself. It needs to be pushed into a **broader** cross-channel context.



Closer to the singularity, design is perceived as something done “to make it pretty”; focusing on the surface. It needs to be pushed **deeper** to drive the skeleton, structure & scope - informed by the strategy\*.

\* Strategy, Scope, Structure, Skeleton, Surface are the “elements of user experience” by Jesse James Garret, [http://www.jjg.net/elements/pdf/elements\\_simpleplanes.pdf](http://www.jjg.net/elements/pdf/elements_simpleplanes.pdf)