



Strategic Design: 8 Essential Practices Every Strategic Designer Must Master

By Giulia Calabretta, Gerda Gemser, Ingo Karpen

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Design professionals' in innovation are no longer just executors of new product and/or service design briefs but are increasingly involved in the crafting of these briefs and in the strategic decisions leading to these briefs. Their role is growing towards a more strategic one. In order to effectively play this role, design professionals need to master a set of strategic practices – i.e., routinized actions and ways of working. However, many designers lack knowledge on specific practices for acting effectively on a strategic level in innovation projects.

This book introduces eight strategic design practices. These practices help the design professionals become familiar with effective tools for strategic innovation projects and give them a set of guidelines for easily and quickly applying these practices and tools.

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Editorial Review

Review

"Finally there is a practical book on strategic design. . . . The content comes from the best possible mix of leading academics and seasoned practitioners, who not only have the advanced experience, but also the talent to clearly communicate about these matters"

-Cees de Bont, Dean of School of Design, Hong Kong Polytechnic University

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From the Inside Flap

Strategic design is a growing professional field. Strategic designers are more and more often called to use their principles, tools and methods to influence the innovation strategy of the companies they work with. This extended role requires designers to be able to balance human centeredness with technical feasibility and business viability in their projects. This book illustrates eight strategic design practices that can enable designers to achieve this balance: envisioning, inspiring, simplifying, structuring, aligning, translating, embracing and educating. These practices are organized in four parts, each representing a key stage or aspect of a strategic design project. Part I (Setting the objectives of a strategic design project) , Part II (Configuring a strategic design project) and Part IV (Embedding a strategic design project) represent the sequential stages of a strategic design project, while Part III (Orchestrating as strategic design project) describes the ongoing, fundamental activity of a strategic designer as a facilitator. Every chapter contains a set of tools and methods that we believe will prepare designers to influence strategic decision making and balance desirability, feasibility and viability, and real-world cases that illustrate how the tools and methods can work in practice .

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If you are a designer and want to better understand and develop your strategic potential, this book is for you! This book offers eight strategic design practices for design professionals who seek to grow or have already grown into a more strategic role in innovation. These practices have been distilled by expert strategic

designers (from, for instance, Philips, Fabrique, npk design, Lifework, Reframing Studio) and researchers in the field of strategic design. The practices are illustrated through tools, methods, cases and guidelines that together will enable you to quickly familiarize with them and get ready to apply them in your next strategic design project.

From the Back Cover

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