

Design Frameworks

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Faculty



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Design Frameworks covers:

- Histories of interaction
- Theories of design

Frameworks are...

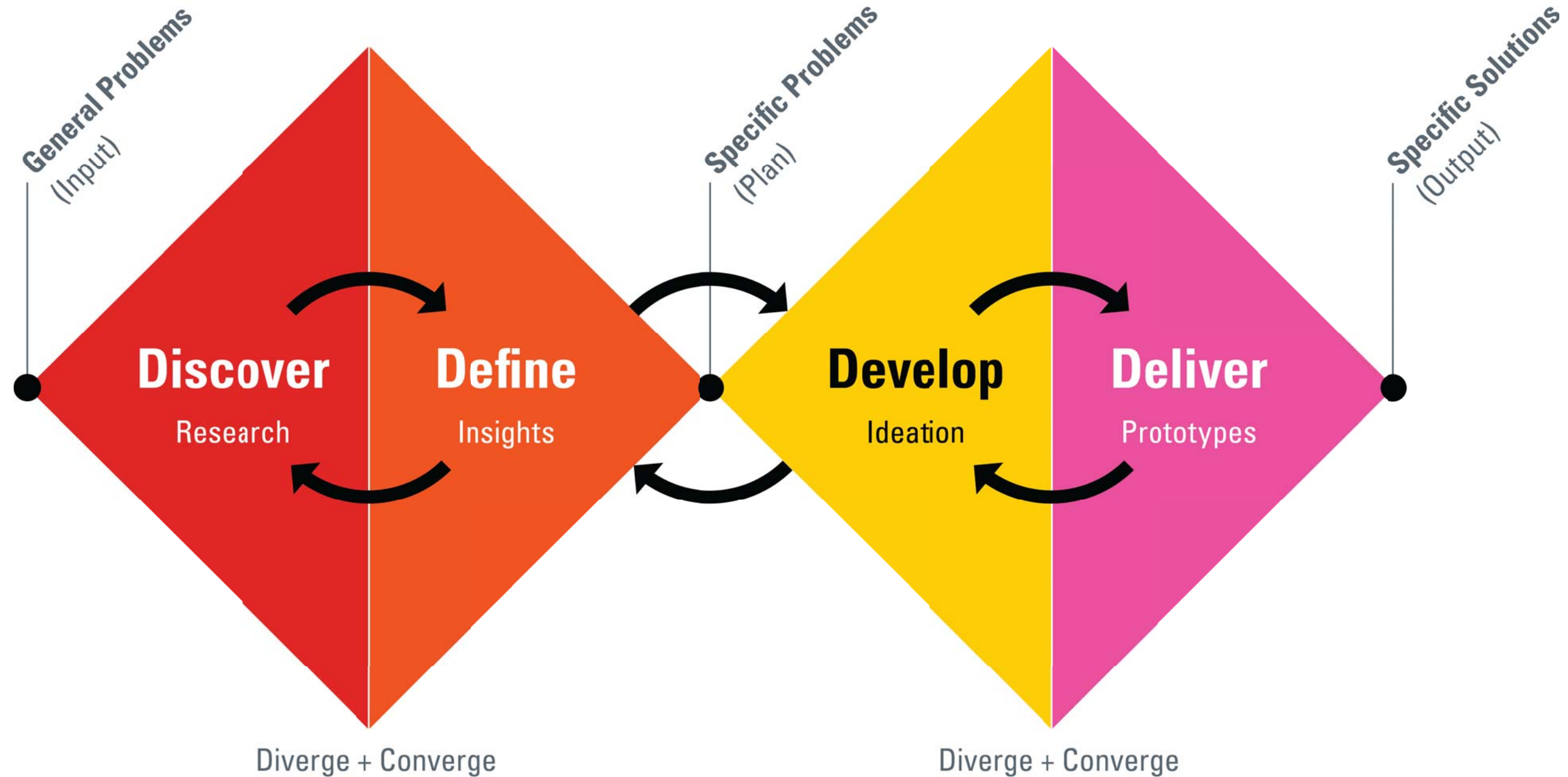
- recurring structures or processes
- ways of seeing the world
- tools for thinking
- reusable templates

Frameworks help us
understand new situations more quickly
and work with stakeholders more effectively.

They form the core of professional literacy.

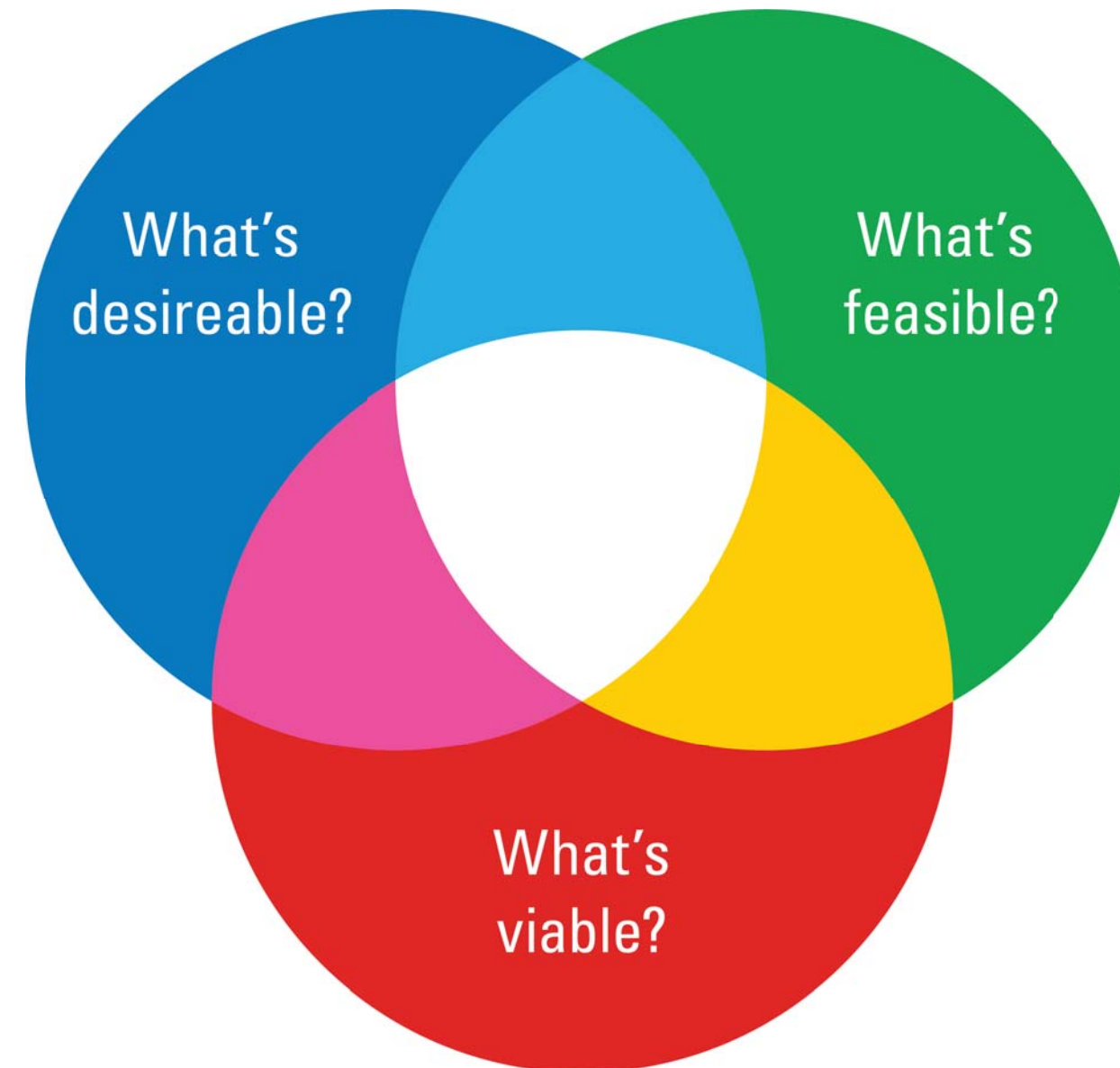
Examples of frameworks as practical models:

- double diamond design process map



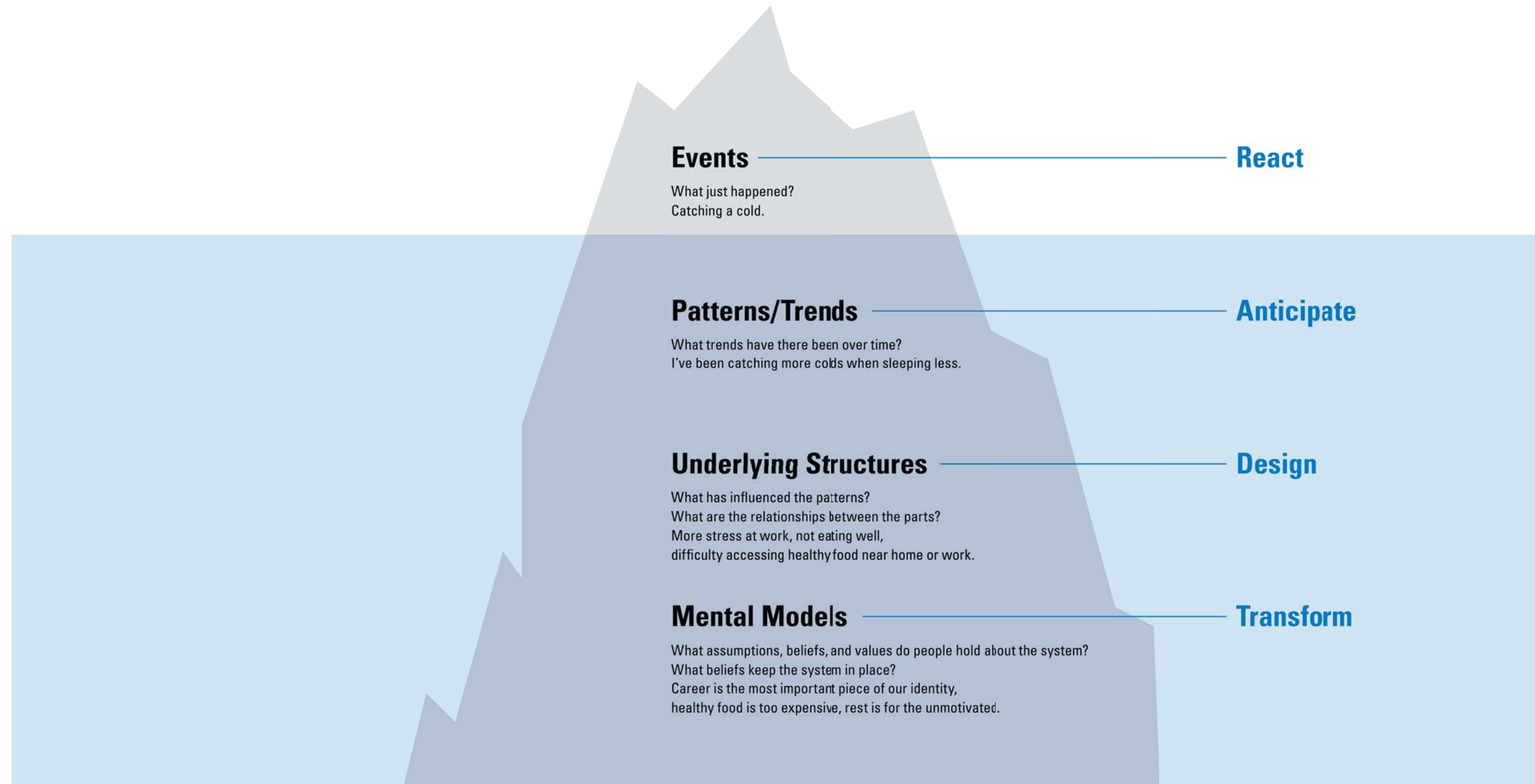
Examples of frameworks as practical models:

- DVF model of successful products



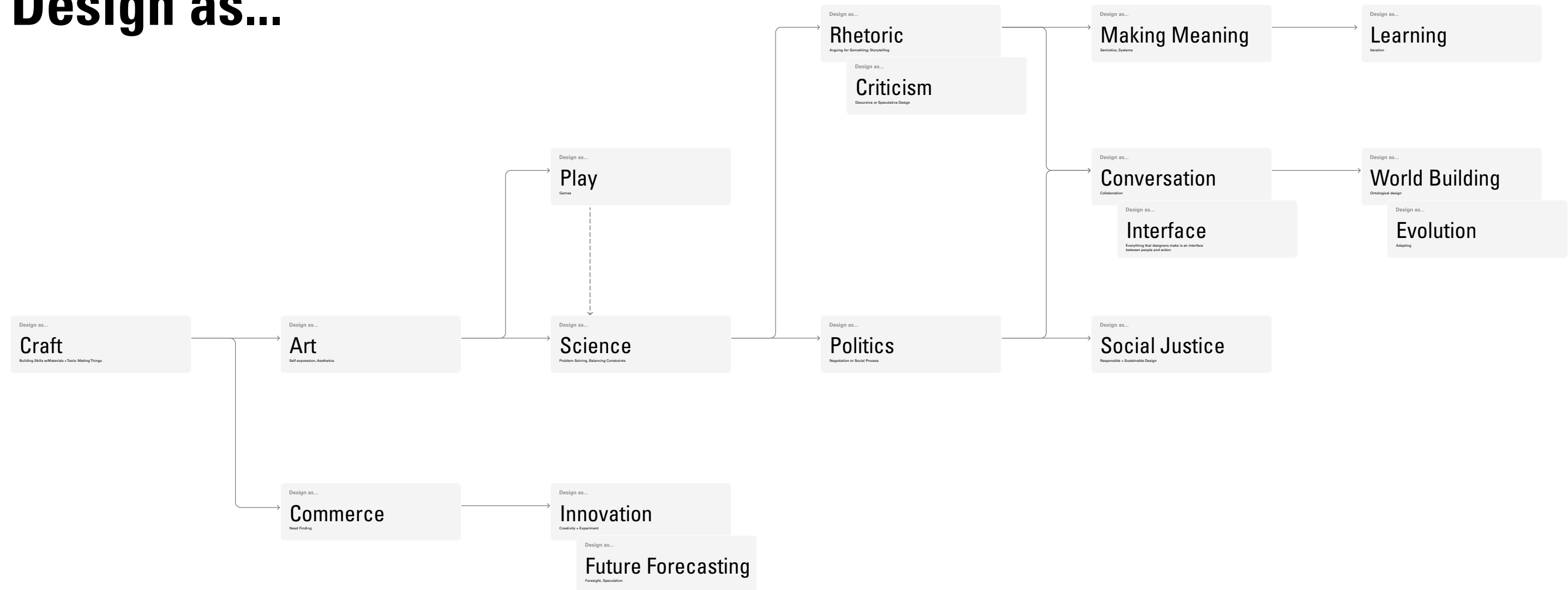
Examples of frameworks as practical models:

– iceberg model for systems thinking



Examples of frameworks as lenses on design practice:

Design as...



Learning objectives:

- become familiar with fundamental histories + theories
- develop a vocabulary for discussing design
- become better at “framing” —
engaging with a situation,
forming mental models of it,
and representing those models

Conceptual shifts...

from

- artifacts
- problem solving
- mechanisms
- scarcity
- disconnected

to

- product-service ecologies
- serious play
- organisms
- abundance
- political

Most class meetings will be divided into 3 one-hour parts:

- small-group discussions of readings
- full-class lecture
- small-team, in-class project

Main deliverables:

- Read 2 articles per week
- Make a concept map summarizing each
- Collect your weekly concept maps into a book
- Participate in discussions + in-class activities
- Create your own framework (final project)

Your first assignment:

Read...

*The invention of Design:
A Twentieth Century History,*
by Maggie Gram

