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Design today is a global instrument. Bernhard Burdek traces the progress of design from its beginnings in the late 19th century, through the most significant movements of the 20th century up to those recent developments in biological engineering which will shape the 21st century. Design is now a discipline in its own right and its expertise can be incorporated within interdisciplinary processes. The most important fundamental principles of design theory and methodology are presented, looking in particular at the communicative function of products and highlighting aspects such as corporate and service design, design management, strategic design, interface/interaction design and human design.

Author Biography: Bernhard E. Burdek is Professor at the Academy of Art and Design (hfg) in Offenbach am Main (Germany) and author of numerous publications. He heads the design office Vision & Gestalt.