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Organizations in Time - Marcelo Bucheli 2014 This book brings together leading organization scholars and business historians to examine the opportunities and challenges of incorporating historical research into the study of firms and markets. **The Culture of Nature in the History of Design** - Kjetil Fallan 2019

The Culture of Nature in the History of Design confronts the dilemma caused by design's pertinent yet precarious position in environmental discourse through interdisciplinary conversations about the design of nature and the nature of design. Demonstrating that the deep entanglements of design and nature have a deeper and

broader history than contemporary discourse on sustainable design and ecological design might imply, this book presents case studies ranging from the eighteenth to the twenty-first century and from Singapore to Mexico. It gathers scholarship on a broad range of fields/practices, from urban planning, landscape architecture, and architecture, to engineering design, industrial design, furniture design and graphic design. From adobe architecture to the atomic bomb, from the bonsai tree to Biosphere 2, from pesticides to photovoltaics, from rust to recycling - the culture of nature permeates the history of design. As an activity and a profession always operating in the borderlands between human and non-human environments, design has always been part of the environmental problem, whilst also being an indispensable part of the solution. The book ventures into domains as diverse as design theory, research, pedagogy, politics, activism, organizations, exhibitions, and fiction and trade literature to explore how design is constantly making and unmaking the environment and, conversely, how the environment is both making and unmaking design. This book will be of great interest to a range of scholarly fields, from design education and design history to environmental policy and environmental history.
Design, User Experience, and Usability: Theory, Methodology, and Management - Aaron Marcus 2017-06-28 The three-volume set LNCS 10288, 10289, and 10290 constitutes the proceedings of the 6th International Conference on Design, User Experience, and Usability, DUXU 2017, held as part of the 19th International Conference on Human-Computer Interaction, HCII 2017, in Vancouver, BC, Canada, in July 2017, jointly with 14 other thematically similar conferences. The total of 1228 papers presented at the HCII 2017 conferences were carefully reviewed and selected

from 4340 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The total of 168 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this three-volume set. LNCS 10288: The 56 papers included in this volume are organized in topical sections on design thinking and design philosophy; aesthetics and perception in design; user experience evaluation methods and tools; user centered design in the software development lifecycle; DUXU education and training. LNCS 10289: The 56 papers included in this volume are organized in topical sections on persuasive and emotional design; mobile DUXU; designing the playing experience; designing the virtual, augmented and tangible experience; wearables and fashion technology. LNCS 10290: The 56 papers included in this volume are organized in topical sections on information design; understanding the user; DUXU for children and young users; DUXU for art, culture, tourism and environment; DUXU practice and case studies.
Design Studies - Hazel Clark 2013

Universal Access in Human-Computer Interaction. Theory, Methods and Tools - Margherita Antona 2019-07-10 This two-volume set constitutes the proceedings of the 13th International Conference on Universal Access in Human-Computer Interaction, UAHCI 2019, held as part of the 21st International Conference, HCI International 2019, which took place in Orlando, FL, USA, in July 2019. The total of 1274 papers and 209 posters included in the 35 HCII 2019 proceedings volumes was carefully reviewed and selected

from 5029 submissions. UAHCI 2019 includes a total of 95 regular papers; they were organized in topical sections named: universal access theory, methods and tools; novel approaches to accessibility; universal access to learning and education; virtual and augmented reality in universal access; cognitive and learning disabilities; multimodal interaction; and assistive environments.

The Design History Reader - Grace Lees-Maffei 2010-04-15 The first systematic and comprehensive reader on Design History, this book examines the role of design and designed objects within social and cultural history. Extracts range from the 18th century, when design and manufacture separated, to the present day. Drawn from scholarly and polemical books, research articles, exhibition catalogues, and magazines, the extracts are placed in themed sections, with each section separately introduced and each concluded with an annotated guide to further reading.

Covering both primary texts (such as the writings of designers and design reformers) and secondary texts (in the form of key works of design history), the reader provides an essential resource for understanding the history of design, the development of the discipline, and contemporary issues in design history and practice. Selected authors: Judy Attfield, Jeremy Aynsley, Rayner Banham, Roland Barthes, Jean Baudrillard, Walter Benjamin, Pierre Bourdieu, Christopher Breward, Denise Scott Brown, Ruth Schwarz Cowan, Clive Dilnot, Buckminster Fuller, Paul Greenhalgh, Dick Hebdige, Steven Heller, John Heskett, Pat Kirkham, Adolf Loos, Victor Margolin, Karl Marx, Jeffrey Meikle, William Morris, Gillian Naylor, Victor Papanek, Nikolaus Pevsner, John Ruskin, Adam Smith, Penny Sparke, John Styles, Nancy Troy, Thorstein Veblen, Robert Venturi, John Walker, Frank Lloyd Wright.
Understanding Audiences - Andy Ruddock 2000-12-05

The history of audience research tells us that the relationship between the media and viewers, readers and listeners is complex and requires multiple methods of analysis. In Understanding Audiences, Andy Ruddock introduces students to the range of quantitative and qualitative methods and invites his readers to consider the merits of both. Understanding Audiences: demonstrates how - practically - to investigate media power; places audience research - from early mass communication models to cultural studies approaches - in their historical and epistemological context; explores the relationship between theory and method; concludes with a consideration of the long-running debate on media effects; includes exercises which invite readers to engage with the practical difficulties of conducting social research.

12th International Conference on Design Theory and Methodology - 2000
.".. the 2000 ASME Design Engineering Technical Conferences (IDETC) and the Computers and Information Engineering Conference ..." [were held in Baltimore, Maryland] -- p. iii.

Accessible America - Bess Williamson 2019-01-15
A history of design that is often overlooked—until we need it Have you ever hit the big blue button to activate automatic doors? Have you ever used an ergonomic kitchen tool? Have you ever used curb cuts to roll a stroller across an intersection? If you have, then you've benefited from accessible design—design for people with physical, sensory, and cognitive disabilities. These ubiquitous touchstones of modern life were once anything but. Disability advocates fought tirelessly to ensure that the needs of people with disabilities became a standard part of public design thinking. That fight took many forms worldwide, but in the United States it became a civil rights issue; activists used design to make an argument about the place of people with

disabilities in public life. In the aftermath of World War II, with injured veterans returning home and the polio epidemic reaching the Oval Office, the needs of people with disabilities came forcibly into the public eye as they never had before. The US became the first country to enact federal accessibility laws, beginning with the Architectural Barriers Act in 1968 and continuing through the landmark Americans with Disabilities Act in 1990, bringing about a wholesale rethinking of our built environment. This progression wasn't straightforward or easy. Early legislation and design efforts were often haphazard or poorly implemented, with decidedly mixed results. Political resistance to accommodating the needs of people with disabilities was strong; so, too, was resistance among architectural and industrial designers, for whom accessible design wasn't "real" design. Bess Williamson provides an extraordinary look at everyday design, marrying accessibility with aesthetic, to provide an insight into a world in which we are all active participants, but often passive onlookers. Richly detailed, with stories of politics and innovation, Williamson's Accessible America takes us through this important history, showing how American ideas of individualism and rights came to shape the material world, often with unexpected consequences.

Performing Nordic Heritage - Lizette Gradén 2016-05-13 The performance of heritage takes place in prestigious institutions such as museums and archives, in officially sanctioned spaces such as jubilees and public monuments, but also in more mundane, ephemeral and banal cultural practices, such as naming of phenomena, viewing exhibitions or walking in the countryside. This volume examines the performance of Nordic heritage and the shaping of the very idea of Norden in diverse contexts in North America, the Baltic and the Nordic countries and

examines the importance of these places as sites for creating and preserving cultural heritage. Offering rich perspectives on a part of Europe which has not been the centre of discussion in the Anglophone world, this volume will be of value to a wide readership, including cultural historians, museum practitioners, policy-makers and scholars of heritage, ethnology and folkloristics.
Design and Anthropology - Wendy Gunn 2016-04-08 Design and Anthropology challenges conventional thinking regarding the nature of design and creativity, in a way that acknowledges the improvisatory skills and perceptual acuity of people. Combining theoretical investigations and documentation of practice based experiments, it addresses methodological questions concerning the re-conceptualisation of the relation between design and use from both theoretical and practice-based positions. Concerned with what it means to draw 'users' into processes of designing and producing this book emphasises the creativity of design and the emergence of objects in social situations and collaborative endeavours. Organised around the themes of perception and the user-producer, skilled practices of designing and using, and the relation between people and things, the book contains the latest work of researchers from academia and industry, to enhance our understanding of ethnographic practice and develop a research agenda for the emergent field of design anthropology. Drawing together work from anthropologists, philosophers, designers, engineers, scholars of innovation and theatre practitioners, Design and Anthropology will appeal to anthropologists and to those working in the fields of design and innovation, and the philosophy of technology and engineering.
Design, User Experience, and Usability. Theory, Methods, Tools and Practice - Aaron Marcus 2011-06-24

The two-volume set LNCS 6769 + LNCS 6770 constitutes the proceedings of the First International Conference on Design, User Experience, and Usability, DUXU 2011, held in Orlando, FL, USA in July 2011 in the framework of the 14th International Conference on Human-Computer Interaction, HCII 2011, incorporating 12 thematically similar conferences. A total of 4039 contributions was submitted to HCII 2011, of which 1318 papers were accepted for publication. The total of 154 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in the book. The papers are organized in topical sections on DUXU theory, methods and tools; DUXU guidelines and standards; novel DUXU: devices and their user interfaces; DUXU in industry; DUXU in the mobile and vehicle context; DXU in Web environment; DUXU and ubiquitous interaction/appearance; DUXU in the development and usage lifecycle; DUXU evaluation; and DUXU beyond usability: culture, branding, and emotions.

Research into Design for Communities, Volume 1 - Amaresh Chakrabarti 2017-02-24
This book showcases cutting-edge research papers from the 6th International Conference on Research into Design (ICoRD 2017) – the largest in India in this area – written by eminent researchers from across the world on design process, technologies, methods and tools, and their impact on innovation, for supporting design for communities. While design traditionally focused on the development of products for the individual, the emerging consensus on working towards a more sustainable world demands greater attention to designing for and with communities, so as to promote their sustenance and harmony - within each community and across communities. The special features of the book are the insights into the product and system innovation process, and the host of methods and

tools from all major areas of design research for the enhancement of the innovation process. The main benefit of the book for researchers in various areas of design and innovation are access to the latest quality research in this area, with the largest collection of research from India. For practitioners and educators, it is exposure to an empirically validated suite of theories, models, methods and tools that can be taught and practiced for design-led innovation. The contents of this volume will be of use to researchers and professionals working in the areas on industrial design, manufacturing, consumer goods, and industrial management.

Historical Theory - Mary Fulbrook 2003-10-04 Practising historians claim that their accounts of the past are something other than fiction, myth or propaganda. Yet there are significant challenges to this view, most notably from postmodernism. In Historical Theory, a prominent historian develops a highly original argument that evaluates the diversity of approaches to history and points to a constructive way forward. Mary Fulbrook argues that all historians face key theoretical questions, and that an emphasis on the facts alone is not enough. Against postmodernism, she argues that historical narratives are not simply inventions imposed on the past, and that some answers to historical questions are more plausible or adequate than others. Illustrated with numerous substantive examples and its focus is always on the most central theoretical issues and on real strategies for bridging the gap between the traces of the past and the interpretations of the present. Historical Theory is essential and enlightening reading for all historians and their students.

Toward the Integration of Theory, Methods, Research, and Utilization - Gary T. Moore 2013-03-09 This fourth volume in the Advances in Environment, Behavior, and Design series

continues the intent of earlier volumes by exploring new directions in the multidisciplinary environment-behavior (EB or EBS) field. The series is organized around a framework of theory, methods, research, and utilization that some say has defined the field for the past 15 years. This fourth volume is devoted to chapters that explore the integration of theory, quantitative and qualitative research, and utilization in policy, planning, and architec ture. The authors selected for this volume exemplify the multidisciplinary character of the field-they have been selected from architecture, environ mental psychology, environmental studies, housing research, landscape ar chitecture, social anthropology, social ecology, urban design, and urban planning; from academe and practice; and from Australia, Europe, and North America. HISTORY OF THE ADVANCES SERIES The idea for the series emerged in 1983 at meetings of the Board of Directors of the Environmental Design Research Association (EDRA). Sev eral publishers were contacted about the possibility of an EDRA Annual Review. Eliot Werner at Plenum Press expressed great interest but suggested that an Advances series would be more appropriate since publication could be tied to a less specific timetable. EDRA, Plenum, and the editors signed a contract in June 1984 for three volumes, with an open door for oral agreements between Plenum and the editors after that time. Four volumes have been published (Volume 1, 1987; Volume 2,1989; Volume 3,1991; and the current Volume 4), each containing 10 to 12 chapters.

Theory and Method in Higher Education Research - Jeroen Huisman 2021-11-12 This volume presents international perspectives on the application and development of theory and methodology in researching higher education. Topics discussed include critical race theory; the use of communities

of practice theory; participant ethnography; and decolonization using indigenous principles.

Designing Worlds - Kjetil Fallan 2016-06-01
From consumer products to architecture to advertising to digital technology, design is an undeniably global phenomenon. Yet despite their professed transnational perspective, historical studies of design have all too often succumbed to a bias toward Western, industrialized nations. This diverse but rigorously curated collection recalibrates our understanding of design history, reassessing regional and national cultures while situating them within an international context. Here, contributors from five continents offer nuanced studies that range from South Africa to the Czech Republic, all the while sensitive to the complexities of local variation and the role of nation-states in identity construction.

Design History - Dr Hazel Conway 2006-08-21
Hazel Conway introduces the student new to the subject to different areas of design history and shows some of the ways in which it can be studied and some of its delights and difficulties. No background knowledge of design history, art or architecture is assumed.

17th International Conference on Design Theory and Methodology - Design Engineering Technical Conferences 2005

The Teacher's Encyclopaedia of the Theory, Method, Practice, History and Development of Education at Home and Abroad - Arthur Pillans Laurie 1912

Understanding Cities - Alexander R. Cuthbert 2011
For too long urban design has been seen as a subsidiary to architecture and urban planning, sitting somewhere between the two without establishing itself as a field of study in its own right. This book sets out to challenge that assumption and establish a comprehensive framework for restructuring urban design knowledge. Cuthbert builds

upon the base of his previous works, Designing Cities and The Form of Cities, in this thought-provoking book.

Understanding by Design - Grant Wiggins 2005 Presents a multifaceted model of understanding, which is based on the premise that people can demonstrate understanding in a variety of ways.

Putting Tradition into Practice: Heritage, Place and Design - Giuseppe Amoruso 2017-07-19 This book gathers more than 150 peer-reviewed papers presented at the 5th INTBAU International Annual Event, held in Milan, Italy, in July 2017. The book represents an invaluable and up-to-date international exchange of research, case studies and best practice to confront the challenges of designing places, building cultural landscapes and enabling the development of communities. The papers investigate methodologies of representation, communication and valorization of historic urban landscapes and cultural heritage, monitoring conservation management, cultural issues in heritage assessment, placemaking and local identity enhancement, as well as reconstruction of settlements affected by disasters. With contributions from leading experts, including university researchers, professionals and policy makers, the book addresses all who seek to understand and address the challenges faced in the protection and enhancement of the heritage that has been created.

Design Discourse - Victor Margolin 1989-09-15 The editor has gathered together a body of writing in the emerging field of design studies. The contributors argue in different ways for a rethinking of design in the light of its cultural significance and its powerful position in today's society. The collection begins with a discussion of the various expressions of opposition to the modernists' purist approach toward design. Drawing on postmodernist theory and other critical strategies, the writers

examine the relations among design, technology, and social organization to show how design has become a complex and multidisciplinary activity. The second section provides examples of new methods of interpreting and analysing design, ranging from rhetoric and semiotics to phenomenology, demonstrating how meaning is created visually. A final section related to design history shifts its emphasis to ideological frameworks such as capitalism and patriarchy that establish boundaries for the production and use of design.

Design - Bernhard E. Bürdek 2007-12-21
The most important fundamental principles of design theory and methodology are presented in this book, 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.

Design Issues - 2011

Design Theory and Methodology, DTM '91 - Larry A. Stauffer 1991

Military Review - 2010

Design with Constructal Theory - Adrian Bejan 2008-09-09 Questions and answers explore various aspects of astronomy, including the solar system, stars, planets, moons, asteroids, and comets. Full-color illustrations.

Design and the Creation of Value - John Heskett 2017-02-09
John Heskett was a pioneering British design historian, with a particular interest in design and economics. Design and the Creation of Value' publishes for the first time his groundbreaking seminar on design and economic value. In remarkably clear and accessible prose Heskett explores the how the key traditions of economic thought conceive of how value is created. Critically teasing out the role of design in this process, Heskett shows how design's role in innovating and

creating value creating value for organisations and products can be given a firm grounding in economic theory. Featuring examples of businesses which have successfully responded to the value of design in their practice, as well as others who have failed because of their inability to understand value-creation, Heskett looks in detail at the relationship between producers, markets, products and consumers, using these instances to offer a both a strong critique of the limitations conventional economic thought and new model of the economic importance of design thinking in value creation.

Audit Studies: Behind the Scenes with Theory, Method, and Nuance - S. Michael Gaddis 2018-02-20 This book offers practical instruction on the use of audit studies in the social sciences. It features essays from sociologists, economists, and other experts who have employed this powerful and flexible tool. Readers will learn how to implement an audit study to examine a variety of questions in their own research. The essays first discuss situations where audit studies are the most effective. These tools allow researchers to make strong causal claims and explore questions that are often difficult to answer with observational data. Audit studies also stand as the single best way to conduct research on discrimination. The authors highlight what these studies have uncovered about labor market processes in the past decade. The next section gives some guidance on how to design an audit study. The essays cover the difficult task of getting a study through an institutional review board, the technical setup of matching procedures, and statistical power and analysis techniques. The last part focuses on more advanced aspects. Coverage includes understanding context, what variables may signal, and the use of technology. The book concludes with a discussion of challenges and limitations with an eye towards the future of

audit studies. "Field experiments studying and testing for housing and labor market discrimination have, rightly, become the dominant mode of discrimination-related research in economics and sociology. This book brings together a number of interesting and useful perspectives on these field experiments. Many different kinds of readers will find it valuable, ranging from those interested in getting an overview of the evidence, to researchers looking for guidance on the nuts and bolts of conducting these complex experiments." David Neumark, Chancellor's Professor of Economics at the University of California – Irvine "For decades, researchers have used experimental audit studies to uncover discrimination in a variety of markets. Although this approach has become more popular in recent years, few publications provide detailed information on the design and implementation of the method. This volume provides the first deep examination of the audit method, with details on the practical, political, analytical, and theoretical considerations of this research. Social scientists interested in consuming or contributing to this literature will find this volume immensely useful." Devah Pager, Professor of Sociology and Public Policy at Harvard University

Systemic Design - Peter Jones 2019-01-23 This book presents emerging work in the co-evolving fields of design-led systemics, referred to as systemic design to distinguish it from the engineering and hard science epistemologies of system design or systems engineering. There are significant societal forces and organizational demands impelling the requirement for "better means of change" through integrated design practices of systems and services. Here we call on advanced design to lead programs of strategic scale and higher complexity (e.g., social policy, healthcare, education, urbanization) while adapting

systems thinking methods, creatively pushing the boundaries beyond the popular modes of systems dynamics and soft systems. Systemic design is distinguished by its scale, social complexity and integration – it is concerned with higher-order systems that that entail multiple subsystems. By integrating systems thinking and its methods, systemic design brings human-centred design to complex, multi-stakeholder service systems. As designers engage with ever more complex problem areas, it is necessary to draw on a basis other than individual creativity and contemporary "design thinking" methods. Systems theories can co-evolve with a new school of design theory to resolve informed action on today's highly resilient complex problems and can deal effectively with demanding, contested and high-stakes challenges.

Design - Bernhard E. Bürdek 2015-07-01
For students of design, professional product designers, and anyone interested in design equally indispensable: the fully revised and updated edition of the reference work on product design. The book traces the history of product design and its current developments, and presents the most important principles of design theory and methodology.

Exposing the Magic of Design - Jon Kolko 2011-03-07
Design synthesis is a way of thinking about complicated, multifaceted problems of a large scale with a repeatable degree of success. Design synthesis methods can be applied in business, with the goal of producing new and compelling products and services, and they can be applied in government, with the goal of changing culture and bettering society. In both contexts, however, there is a need for speed and for aggressive action. This text is immediately relevant, and is more relevant than ever, as we acknowledge and continually reference a feeling of an impending and massive

change. Simply, this text is intended to act as a practitioner's guide to exposing the magic of design.

Design History - Kjetil Fallan 2010-01-01
Design History has become a complex and wide-ranging discipline. It now examines artefacts from conception to development, production, mediation, and consumption. Over the last few decades, the discipline has developed a diverse range of theories and methodologies for the analysis of objects. Design History presents the most comprehensive overview and guide to these developments. The book first traces the development of the discipline, explaining how it draws from Art History, Industrial Design, Cultural History and Material Culture Studies. The core of the book then analyses the seminal methodologies used in Design History today. The final section highlights the key issues concerning knowledge and meaning in Design. Throughout, the aim is to present a concise and accessible introduction to this complex field. A map to the intellectual landscape of Design History, the book will be an invaluable guide for students and a very useful reference for scholars.

Social Research - Piergiorgio Corbetta 2003-04-16
`This is an impressively detailed, clearly written book.... It is a book that I would like students to read' - Clive Seale, Goldsmiths College, London Social Research: Theory, Methods and Techniques presents an understanding of social research practice through appreciation of its foundations and methods. Stretching from the philosophy of science to detailed descriptions of both qualitative and quantitative techniques, it illustrates not only `how' to do social research, but also `why' particular techniques are used today. The book is divided into three parts: Part One: Illustrates the two basic paradigms - quantitative and qualitative - of social research, describing their origins in

philosophical thought and outlining their current interpretations. Part Two: Devoted to quantitative research, and discusses the relationship between theory and research practice. It also presents a discussion of key quantitative research techniques. Part Three: Examines qualitative research. Topics range from classical qualitative techniques such as participant observation, to more recent developments such as ethnomethodological studies. Overall, the author offers an engaging contribution to the field of social research and this book is a reminder of the solid foundations upon which most social research is conducted today. As a consequence it will be required reading for students throughout the social sciences, and at various levels.
Design, User Experience, and Usability: Theories, Methods, and Tools for Designing the User Experience - Aaron Marcus 2014-05-16
The four-volume set LNCS 8517, 8518, 8519 and 8520

constitutes the proceedings of the Third International Conference on Design, User Experience and Usability, DUXU 2014, held as part of the 16th International Conference on Human-Computer Interaction, HCII 2014, held in Heraklion, Crete, Greece in June 2014, jointly with 13 other thematically similar conferences. The total of 1476 papers and 220 posters presented at the HCII 2014 conferences were carefully reviewed and selected from 4766 submissions. These papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. The papers accepted for presentation thoroughly cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The total of 256 contributions included in the DUXU proceedings were carefully reviewed and selected for inclusion in this four-volume

set. The 66 papers included in this volume are organized in topical sections on design theories, methods and tools; user experience evaluation; heuristic evaluation; media and design; design and creativity.

Theory and Methodology of Design - William Gore 2017-01-24
Today it is hardly necessary to prove that functionality and beauty of a form of the car and any other subject of the technical environment surrounding us became certain new important parameters of an industrial product, one of indicators of its cost and active factors in successful promotion of goods in the market long ago. But such understanding of the importance of industrial art developed far not at once.

Designing and Conducting Mixed Methods Research - John W. Creswell 2017-08-31
Combining the latest thinking in the field with practical, step-by-step guidance, the Third Edition of John W. Creswell and Vicki L. Plano Clark's Designing and Conducting Mixed Methods Research now includes seven mixed methods designs with accompanying journal articles illustrating each design. The authors walk readers through the entire research process and present updated examples from published mixed methods studies drawn from multiple disciplines. In addition, this new edition includes information about the dynamic and evolving nature of the field of mixed methods research, four additional methodological approaches, and coverage of new directions in mixed methods.

Toward an Integrative Theory of Urban Design - Hossein Bahrainy 2016-05-13
This book takes a bold epistemological approach to address the fundamental questions that urban design has faced since its inception – questions concerning its legitimacy, definition, nature, content, purpose, theory, methods, jurisdiction and above all its knowledge base. The appropriate level of urban design – global or local – is another critical and emerging

question discussed. At the end, an integrative theory of urban design is introduced, on the basis of which a set of principles is developed for application by practicing urban designers. These principles are presented at three essential levels: general, global and local-Iranian. Toward an Integrative Theory of Urban Design is intended to dispel many of the ambiguities still troubling urban design as a discipline and profession.