DESIGN MANIFESTO
DONNA MURRAY-TIEDGE, MFA, PhD

DESIGN	Design is not a problem-*solving* process, but rather a problem-*resolving* process. *Solving* implies a correct answer. Design is about making judgments and often necessitates compromise between conflicting requirements that yield multiple viable alternatives. Good design successfully identifies negotiable and non-negotiable constraints, managing the non-negotiable while optimizing the negotiable. Problem-resolving is often referred to as creative problem solving.
PURPOSEFUL	Purposeful design addresses a well-defined needs and/or wants. All design happens within a context. Historically, design has been market-driven, addressing user or client wants and needs while aspiring to create aesthetic, useful, usable, durable, affordable solutions that maximize financial return. Contemporary views include close examination of original assumptions, expanding the designer's role to social leader, even activist. As an agent of change through the creation of cultural artifacts, this expanded role includes social, moral, and political aspects as well as ultimate responsibility to the ecosystem in which we all reside. Visionary design involves recognizing when to draw from history and when to critique history and seek a more holistic outcome.
APPROPRIATE	Good design respects the intended user and protects the unintended user. Who is the user? Whose attention must be captured? What will it take to make an impact; facilitate a positive experience; satisfy a need; leave an impression; do no harm?
AUTHENTIC	Good design conveys information honestly and sincerely.
AESTHETIC	Good design is visually pleasing. The visual statement should align harmoniously with the product purpose or function. Good design is experientially pleasing. The user experience should be positive.
FUNCTIONAL	Good design satisfies the problem it sets out to resolve.
RESOURCEFUL	Good design utilizes all available sources of knowledge and information in addressing the design opportunity. Good design does not occur in a vacuum. Interdisciplinary collaboration enhances breadth and depth of experience available to feed the cognitive structures that facilitate creative problem-finding and problem-resolving.
RESPONSIBLE	Design is a form of action. Whatever we design changes something in the world. Good design considers first how we might make better use of what already exists. Good design balances benefit and costs: cost of material, cost of use, cost of replacement, and cost of reuse. Good design connects current cultural and ideological influences, technological advances, production methods and materials, and modes of communication. Good design is socially responsible and considers its impact on the cultural landscape. Good design promotes responsible use of resources and takes into account the product lifecycle, acknowledging that we live within an ecosystem that ultimately recycles everything into everything else.