Design Management Timeline

DESIGN

PRODUCT & TECHNOLOGY

PROCESS & SYSTEMS

USER & EXPERIENCE

MEANING & INTEGRATION

1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 1995 2000 2005 2010

1st generation of design theory (product focus)

2nd generation of design theory (process focus)

3rd generation of design theory (user focus)

Findeli

ergonomics & functionalism

| Deutscher Werkbund

| Bauhaus

humanities , culture , aesthetics,emotion, art , semiology ...

design methodology

Ulmer methodology (deductive methodologies)

new german design (inductive methodologies)

| Wicked problems Horst Rittel (1973)

| Timeless way of building Christopher Alexander (1979)

| A pattern language Christopher Alexander (1977)

| Science of the artificial Simon (1969)

| Schön (1983)

social sciences ,sociology, anthropology , ethnology ,users observation,co-designing the experience ...

| interactive design Löwgren, Edeholt (2003)

semiotic

| semiotic HfG Ulm

| mood charts

| semiotic Krippendorff, Butter (1984) Vihma (1995)

| service design

| design for sustainability eco-design

| scenario technique Kahn

| mind mapping Buzan

empiric design methods

| product clinics

| product impact triad Buck (1998)

| inclusive design

| milieus Schulze / Sinus Sociovision

| design probes Philips

integrating science in design (Bauhaus)

design methodologies (England, HfG Ulm, USA)

Classification of design Peter Gorb (1976)

design as science

Nigel Cross (2001)

DESIGN MANAGEMENT

design management theory

1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 1995 2000 2005 2010

1st generation of design management
design management as coordination of design elements

2nd generation of design management
design management as project based discipline

3rd generation of design management
design management as knowledge based discipline

Monzota

| AEG Behrens

| Michal Farr Design management

| Design Management Institute

| design thinking Buchanan (1992)

| Product Service Systems Morelli (2002)

| RSA Design Management Medal

| Peter Gorb London Business School

| How to manage design British Standard (1989)

| EU Admire project (1997)

design coordination

operational design management

tactical / functional design management

| Architectural Management (job Management & office management) Brunton (1964)

| Corporate Design Management, Design Project Management Topalian (1980)

strategic design management & design leadership

| TRIAD research project DMI & HBR (1989)

| design integration in top level Cooper / Press (1995), Svenngren (1995), Olsson (1998)

| corporate identity Olins (1989)

| design as strategic marketing resource Cooper (1997), Mozota (2003)

| Corporate Design Management / Design Organization Management / Design Project Management; Chung (1998)

| Innovation & design von Hippel (1978), Utterbach (1993), Stamm (2003), Verganti (2006)

| Operational / Tactical / Strategic Design Management Joziasse (2000)

case studies of best practice

corporate identity

strategic issues

innovation & design

MANAGEMENT

1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 1995 2000 2005 2010

1st generation R&D
strategy of hope

2nd generation R&D
management on project-by-project basis

3rd generation R&D
inclusive of the communion of corporate, business and R&D manager

Roussel
3rd generation R&D

| cybernetics Wiener (1948)

system dynamics Forrester

2nd order cybernettics

| Learning Organization Senge (1990)

socio-cybernetics

| Sociotechnical Systems Theory Trist (1949)

autopoiesis

Quality & Cost

| Gantt's Charts Gantt (1910s)

| Product Specification Tagushi (1924)

| Management & Quality Deming (1950s -1960s)

| Quality Control Crosby (1960s -1980s)

| Excellence Larson (1978)

| Toyota Production System Ohno (1950s)

| Benchmarking Camp (1980)

| Functional Management Church (1910s)

| Statistical Quality Control Dodge (1920s)

Marketing & Strategic Management

| Management theory / MBO Drucker (1950s -1980s)

| strategic management Mintzberg (1970s-2000s)

| brainstorming

| balanced scorecard Norton / Kaplan (1992)

| Scientific Management Taylor (1911)

| Statistical Management Fisher (1920s)

| competitive strategy Ansoff (1966)

| positioning strategy Porter (1975)

| strategy versus operation Gälweiler (1986)

| Leadership / Management Drucker (1954)

| strategic intent / core competence Hamel / Prahalad (1992)

| Total Quality Management Ishikawa (1915-1989)

| Advertising Ogilvy (1960s -1970s)

| positioning / brand Trout / Ries (1969)

Delivery & time to market

| extended enterprise / virtual organization Davidow / Malone (1992)

| Just in time Ford (1922)

| Marketing Levitt / Kotler (1960s -1990s)

| Supply Chain Management Webber (1982)

| Time to Market Hall (1995)

| Hierarchy of Needs Maslow (1954)

integrative system methodology Beer (1962)

Customer orientation & reputation management

| business ethics Solomon (1983)

| mass customization Davidow / Malone (1992) Zell (1997)

| corporate re-engineering Hammer (1993)

design & open innovation

| Reputation Fombrun (1996)

| open innovation von Hippel (2005)

OTHER INFLUENCES

1900 1910 1920 1930 1940 1950 1960 1970 1980 1990 1995 2000 2005 2010

WW I

WW II

industrial production
product economy

mass market

information society
service economy

trust networks
experience economy

| Energy crisis (1973/4)

| 1st wave of environmentalism (1969-1973)

| 2nd wave of environmentalism (1988-1991)

| 3rd wave of environmentalism (2002 onward)

| Globalisation Theodore Levitt