

The Design Way

Intentional Change in an Unpredictable World

The Design Way takes a fresh look at the design professions, including instructional and educational systems design, providing new depth to the thinking and practice of all designers. The book opens up whole new avenues for students and practitioners of design.

"A 'must have' book for those seriously interested in design, design education, and design research. This book is especially suited for design educators and students in any design-related discipline. It is also likely to be useful to professionals in the large number of disciplines and professions in which designing is undertaken as part of other activities. The systems foundation used in the book means that it has another role as part of the broader literature of Systems Theory and Systems Research. The combination of a relative neglect of design activity in Systems Disciplines and the centrality of design activity as the reason for their existence means that The Design Way is likely to be an important reader for those studying the application of Systems theories and methods. The Design Way is a delight to read and a welcome addition to the Design and Systems bookshelf!"

Terence Love, Journal of Design Research

"The Design Way is a fascinating and provocative look at what most would assume, incorrectly, to be a well-understood topic. Nelson and Stolterman identify and explore rich concepts that are worthy of much attention by anyone associated with design, professional designers, educational and

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organizational leaders, in fact, any user of a design. They do so in a way that illuminates the thinking and actions of designers and carefully explores underlying beliefs, values, and assumptions."

Gordon Rowland, Ithaca College

"This work is a refreshing re-introduction of 'design' as the core of useful human performance improvement. This carefully crafted work provides the rationale for pursuing what will work in our field, and offers a release from the mental bonds of the "isms" that have lately engulfed us."

Roger Kaufman, Florida State University

"I must admit that I was quite taken by the first section of the book, particularly the Prelude and the First Tradition. These sections of the book, in my opinion, set the stage for thinking about instructional design in qualitatively different ways than I had seen in any other book or article. These two sections alone make the book worth publishing."

Russ Osguthorpe, Brigham Young University

THE AUTHORS:

Dr. Harold G. Nelson is the President and Co-founding Director of the Advanced Design Institute. Dr. Nelson is working as a consultant to corporations, governmental agencies, international organizations, and educational institutions in the areas of: Organizational Design Competence, Leadership Development, Social Systems Design, and Systems Design in Education.

Professor Erik Stolterman is at the Department of Informatics, Umea University, Sweden. His main work is within information technology and society, information systems design, philosophy of design, and philosophy of technology.