

Design management systems —

Part 10: Glossary of terms used in design management

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Foreword

This Part of BS 7000 has been prepared under the direction of the Management Systems Sector Board. It contains terms used in design management.

In 1993, BS 7000 *Guide to managing production design* was renumbered BS 7000-1 in order to accommodate the addition of further Parts. It is intended that BS 7000 *Design management systems*, will comprise initially the following Parts:

- *Part 1: Guide to managing product design;*
- *Part 2: Guide to managing the design of manufactured products (In preparation);*
- *Part 3: Guide to managing service design;*
- *Part 4: Guide to managing design in construction (In preparation).*

Other Parts may be added.

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Summary of pages

This document comprises a front cover, an inside front cover, pages i and ii, pages 1 to 20, an inside back cover and a back cover.

This standard has been updated (see copyright date) and may have had amendments incorporated. This will be indicated in the amendment table on the inside front cover.

Section 1. General

Introduction

When exploring the management of design, account should be taken of the principal categories of design because they are almost always closely inter-related in the “total” presentation of organizations, their products and services to target audiences (customers). The principal categories of design most commonly encountered in business are summarized as follows.

Product design (encompassing both engineering and industrial dimensions) covers the spectrum from fashionable and ephemeral consumer items that are generally the subject of discretionary purchases, to essential personal, business and capital purchases that involve longer-term commitments of significant sums of money. Product design encompasses the following:

- a) fitness for purpose and fitness for market;
- b) form, materials, construction, texture and finish;
- c) aesthetics and ease of comprehending the purpose of the product;
- d) ergonomics, user friendliness and convenience in use;
- e) safety, producibility, reliability, serviceability, transportability, point-of-sale display;
- f) added value and cost-effectiveness;
- g) quality and integrity;
- h) product image and corporate image; and,
- i) ultimately, user satisfaction and profitability for the producer and deliverer.

Service design encompasses the whole spectrum of services. This includes those paid for directly by the recipient, such as accountancy, banking and law, as well as those not paid for directly such as the Civil Service, social services, emergency services and charitable services. Service design may also be in combination with the manufacture and supply of a tangible product such as vehicle sales or a restaurant service. It may also be a complete service in its own right or a component of a larger service, e.g. an airline service or the catering service component.

Graphic design (sometimes called two-dimensional design, design for print or, more expansively, communications design) encompasses the following:

- a) correspondence stationery and business forms;
- b) corporate publications such as annual reports and corporate brochures;
- c) product/service literature such as promotional leaflets, user manuals and service agreements;

- d) items of staff communication such as newsletters, staff handbooks, standard and procedural manuals, achievement certificates; and

- e) advertisements.

Typography, photography, illustration and technical drawing, multi-media communication all constitute elements of graphic design.

Exhibition design encompasses the following:

- a) trade show stands, permanent exhibitions;
- b) displays in showrooms, office foyers and other staff facilities;
- c) product launches;
- d) museum displays;
- e) exhibition complexes; and
- f) sets for television/film/theatre productions and for pop concerts.

Interior design encompasses the planning, layout, presentation and fitting out of interiors. This can include offices, showrooms, retail outlets, factories and workshops, distribution facilities, public sector buildings (such as rail stations, airports, hospitals, social security offices, police stations, museums), hotels, domestic dwellings and places of worship. Interior designers are involved with “one-off” projects for planning new and refurbished interiors, as well as series productions for example, of hotel bedrooms and shops.

Exterior environmental design encompasses all aspects of architecture and landscaping including the following:

- a) the form and style of buildings and other structures;
- b) relationship with surrounding man-made and natural environments;
- c) landscaped gardens;
- d) farmland;
- e) reservoirs;
- f) shopping and leisure centres; and
- g) urban development and skyliners.

Fashion and textile design covers the broad spectrum from leisure to work wear (particularly uniforms, however, protective clothing of a highly technical nature would probably be included under product design). It includes the following:

- a) accessories (for example hats, handbags and jewellery);
- b) textiles and cover fabrics for garments and furnishing purposes in printed, knitted and woven form;
- c) tufted, woven rugs and carpets; and
- d) wallpaper.

A fair proportion of design projects involves more than one category of design. Packaging and point-of-sale material often involve an amalgam of product and graphic design. Exhibition and interior projects invariably incorporate elements of product, textile and graphic design. Visual identification often features work across all six categories of design. It should be noted, too, that there is some fluidity in the way design work is categorized. Thus, a signing system may be rightly considered as a product by the company that manufactures and/or markets it. However, the concept of the system may have been created as part of a graphic design project and the organization that specifies it for a shopping centre development may consider it an element of environmental design.

1.1 Scope

This Part of BS 7000 defines terms used in design and its management, and includes those that may have particular meanings when used in different areas of industry and commerce. It has been prepared to assist those who have a responsibility for or an interest in design and its management and as a support to the application of other Parts of BS 7000.

1.2 Arrangement

The definitions have been arranged in eight groups by concept instead of alphabetically as follows:

- a) general terms (clause 2.1)
- b) corporate terms (clause 2.2)
- c) conceptual design and planning (clause 2.3)
- d) specification (clause 2.4)
- e) detail design (clause 2.5)
- f) projects, development and testing (clause 2.6)
- g) post design (clause 2.7)
- h) legal terms (clause 2.8)

Terms that are also defined in other British Standards are indicated by a note which gives cross-references.

Section 2. Terminology

2.1 General terms

21001	build standard	Listing of the drawings, schedules and other documents that constitute the technical description of a manufactured item, together with their issue number or modification status.
21002	bottom-up approach	Design method that starts from consideration of details and proceeds towards consideration of the whole. NOTE See 21030 .
21003	commission	a) An instruction from a client requesting a design organization to provide a <i>service</i> within agreed constraints. b) The preparation, testing and acceptance of a <i>product</i> or a facility.
21004	cost effectiveness	Ratio of the value received to the cost of resources expended. NOTE A relative term that defines various options such as the most cost effective choice is either the lowest cost option for a given benefit (or to meet a given objective) or the greatest benefit option for a given expenditure.
21005	creative thinking	The thought process that helps to generate new ideas and find new concepts.
21006	design (noun)	a) Set of instructions (specifications, drawings, schedules etc.) necessary to construct an artefact or <i>service</i> . b) Artefact or <i>service</i> itself.
21007	design (verb)	Generation of information by which a required <i>product</i> or <i>service</i> can become a reality.
21008	design attributes	Features and characteristics of a <i>design</i> .
21009	design audit	A systematic and independent examination to establish whether: a) arrangements for design activities in an organization have been planned and implemented effectively; and b) design activities in the organization comply with the arrangements; and c) design outputs conform to specified requirements. NOTE 1 Arrangements for design activities can cover all that is necessary to undertake those activities. These arrangements include, but are not limited to the following: a) provision of design procedures and input data that are under systems of distribution and control; and b) the provision of suitable equipment under systems of control and maintenance, and where appropriate, calibration. NOTE 2 The findings of a design audit may form one of the inputs for consideration at a subsequent <i>design review</i> . (See 26007 .) NOTE 3 See also 22012 and 22015 .
21010	design leader	a) An organization that sets a trend in design approach or style, or is acknowledged to be at the forefront of design practice and performance. b) An individual who takes the lead in design activities or is accepted as being the key authority where design matters are concerned.

21011	General Arrangement (GA)	The stage in the design process where all the elements are brought together to establish physical relationships and practicality.
21012	interface	Boundary common to two or more systems, or other entities at which information flow takes place, or that have physical contact. NOTE The systems may be different by nature (e.g. man/machine) or with regard to prime objectives (e.g. speed of delivery/quality).
21013	lateral thinking	Mode of thought characterized by attempting to find new standpoints from which to view the problem, not constrained by conventional logic. NOTE 1 This definition is identical with 21039 of BS 3138:1992. NOTE 2 See also 21031 , 23001 and 23018 .
21014	market-pull	Demand-led requirement that initiates specific design activities. NOTE Market pull arises from strong external pressures such as increased competition in the market, seasonal factors, changes in work methods, fashion changes, legislation or market research findings.
21015	model	a) <i>Products</i> identified by name or mark number. b) Set of mathematical formulae, logical procedures, graphical representations, verbal descriptions or physical artefacts or a combination of these that can act in some way analogously to an aspect of real life to develop understanding. c) A person or object used to assist in displaying a <i>product</i> . NOTE See also 25011 , 25014 and 25022 .
21016	morphological analysis	Design method aimed at systematically searching for satisfactory designs by exhaustively listing the possible ways of achieving each aspect of structure and performance in isolation.
21017	product	Result of activities or processes. NOTE 1 A product may include services, hardware, processed materials, software, or a combination thereof. NOTE 2 A product can be tangible (e.g. assemblies or processed materials) or intangible (e.g. knowledge or concepts), or a combination thereof. NOTE 3 A product can be either intentional (e.g. offering something to customers) or unintentional (e.g. pollutant or unwanted effects). NOTE 4 This definition is similar to 1.4 of ISO 8402:1994.
21018	product champion	Person dedicated to the promotion and introduction of a new <i>product</i> , although not necessarily responsible for any aspect of the programme.
21019	proprietary part	Part of a <i>design</i> or <i>product</i> that in design, <i>copyright</i> and manufacture is fully owned by a supplier to the organization responsible for and owning the product. NOTE 1 The product is not considered proprietary if tailored in any way to suit the specific requirements of the purchaser. NOTE 2 In the case of proprietary parts, the <i>intellectual property rights</i> (IPR) remain the property of the supplier.