

**Understanding Design**  
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**Module – 01**  
**Start of Section 3**  
**Lecture – 03**  
**Design as a process and a product**

So, let us return to Understanding Design. Design ko samj te hai (Let us understand design) .

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Design is both a process and the end product of that process.

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Like say I designed an animated film about my father's experiences of partition when he was a child.

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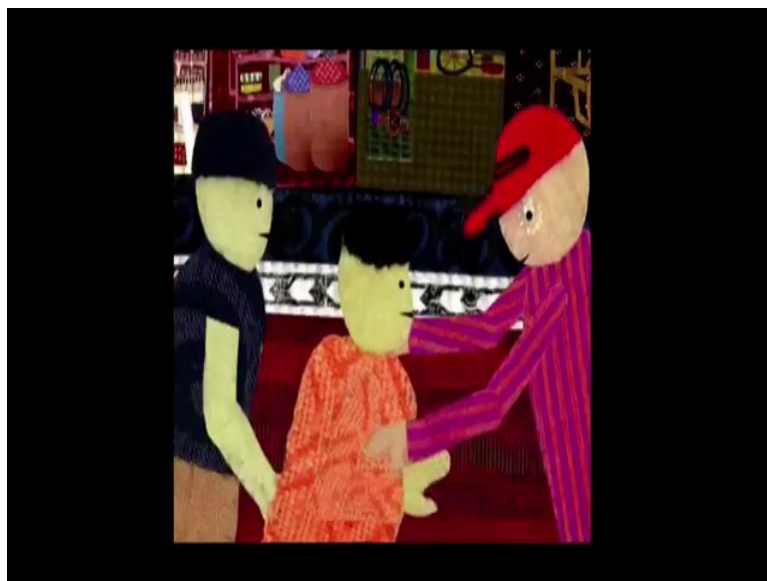


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Suddenly a military van pulled up on Kembel Street.

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A soldier ordered them to stop playing and go home at once. Riaz said it was best to keep out of trouble and to move off.

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On the street nothing looked the same and Mukand could not recognize anyone.

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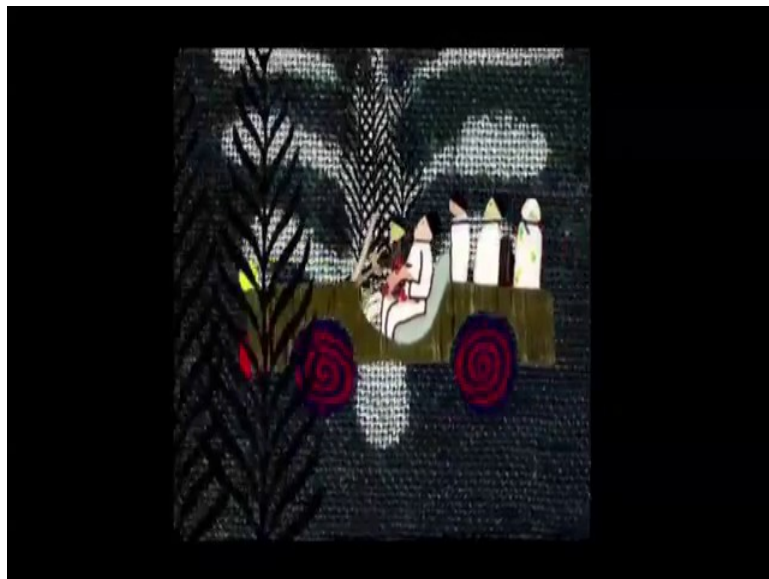
It was Riaz knocking at the door and he had brought Kurtas and Jinnah caps to help them disguise themselves.

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Mukand refused to remove his cap.

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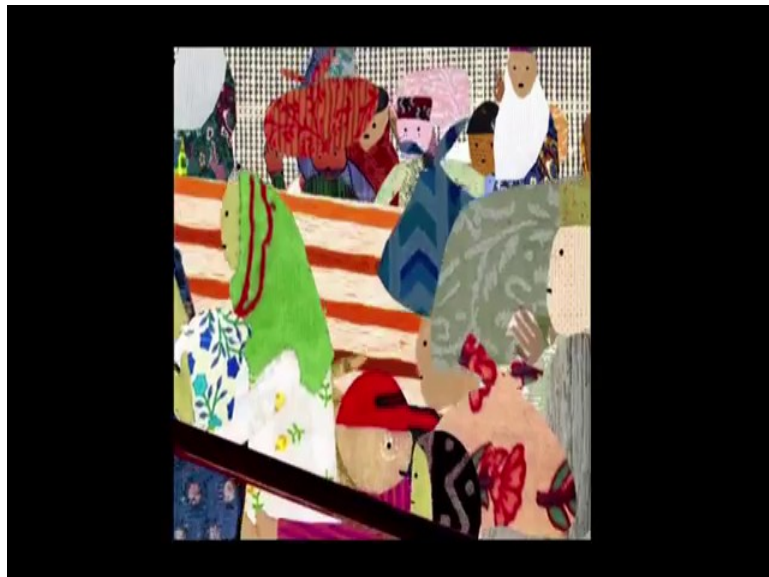


Riaz drove them to the Karachi harbour.

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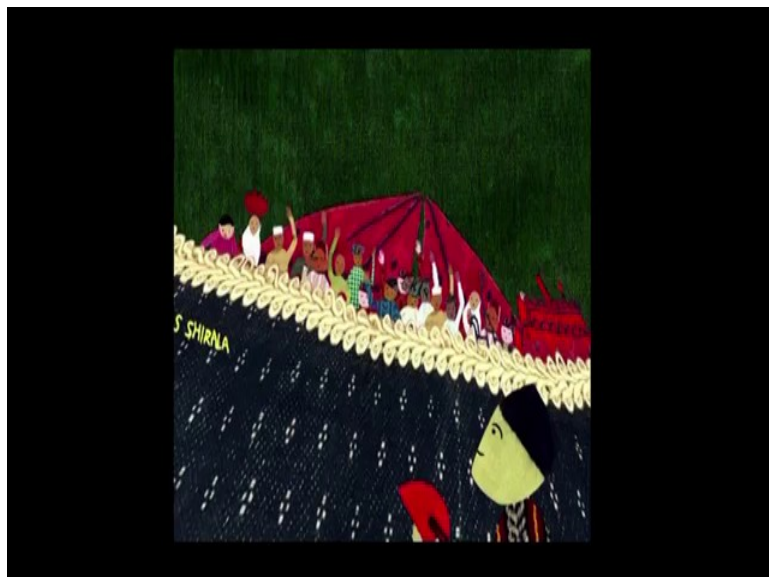
Their gratitude had no words. They did not know what to say.

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Mukand looked at Riaz and then he remembered. Mukand and Riaz never met again.

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But to this day Mukand remembers him waving at him from the shore that was once home.

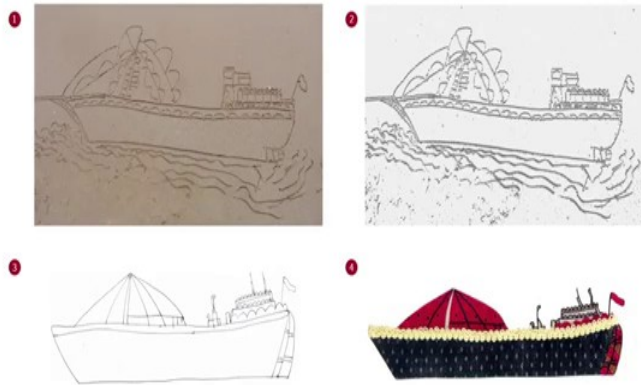
I chose to design it because this was a story that had to be told. There wasn't anything substantial for children about partition so far. The visual design of the film was also used for a book based on the same story.

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So, you can see that the word design is both a process which I followed and an end product which is the book. Let us talk a little bit more about what design is, before we go on to look at its role, its impact, and whom it impacts. So, what is design? A designer might tell you that it is much easier to practice design than to define it. Let us look at some of the definitions that do exist.

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Design is not just what it looks like, and what it feels like, but how it works.

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How it **WORKS**

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**DESIGN** is a CREATIVE PROCESS  
which **INTEGRATES** the **PHYSICAL QUALITIES**  
of a **PRODUCT** with *aesthetic considerations*

Design is a creative process which integrates the physical qualities of a product with aesthetic considerations.

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DESIGN  
is a  
Catalyst

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SOCIAL  
CHANGE

Design is a catalyst for social change.

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Design is about *improving*  
the quality of **LIFE**

Design is about improving the quality of life.

Not enough? Want to know more? For instance, how are design and engineering related? Let us listen to some experts click on the next tab visit the link and play the videos one by one.