



# **Design: A Very Short Introduction**

*John Heskett*

[Download now](#)

[Read Online](#) ➔

# Design: A Very Short Introduction

*John Heskett*

## **Design: A Very Short Introduction** John Heskett

John Heskett wants to transform the way we think about design by showing how integral it is to our daily lives, from the spoon we use to eat our breakfast cereal, and the car we drive to work in, to the medical equipment used to save lives. Design combines "need" and "desire" in the form of a practical object that can also reflect the user's identity and aspirations through its form and decoration. This concise guide to contemporary design goes beyond style and taste to look at how different cultures and individuals personalize objects. Heskett also reveals how simple objects, such as a toothpick, can have their design modified to suit the specific cultural behavior in different countries. There are also fascinating insights into how major companies such as Nokia, Ford, and Sony approach design. Finally, Heskett gives us an exciting vision of what design can offer us in the future, showing in particular how it can humanize new technology.

## **Design: A Very Short Introduction Details**

Date : Published September 22nd 2005 by Oxford University Press, USA (first published January 1st 2002)

ISBN : 9780192854469

Author : John Heskett

Format : Paperback 148 pages

Genre : Design, Art, Nonfiction, History, Science, Art Design

 [Download Design: A Very Short Introduction ...pdf](#)

 [Read Online Design: A Very Short Introduction ...pdf](#)

**Download and Read Free Online Design: A Very Short Introduction John Heskett**

---

# From Reader Review Design: A Very Short Introduction for online ebook

## David Roberts says

The book I read to research this post was Design A Very Short Introduction by John Heskett which is an excellent book which I bought from kindle. This book is an introduction to design and why it's something uniquely human and also what makes good design. Design is uniquely human in that no animal values it and anything an animal makes or does is purely functional. Functionality does come into design and in the case of things like medical equipment is the most important thing along with ease of use. Of course there is a thing in design called aestheticism but it has to be appropriate to what is being built. Often if something is aesthetic you can charge a premium. It's interesting in West Greenland each major eskimo settlement has made aesthetic changes of a unique nature to the sea kayaks built at that settlement. This makes no difference to the functionality of the kayak and the changes are fairly minor but it's an interesting example of people expressing their individuality albet as settlements. Some very well designed articles achieve a kind of cult status like the Volkwagon Beetle which was developed in the 1930's as the people's car in Germany and was introduced to the American market in the 1950's where it went on to achieve cult status. The updated Beetle introduced in 1997 although there was controversy about its price also went on to achieve cult status. Another vehicle which led the way was the Volkswagon Golf which started the hatchback craze. Some companies have a corporate identity that designers must adhere but some promote individuality although they too may have a corporate policy with things like logos and letterheadings. This kind of thing just looks professional.

---

## Müslim says

Para kazanma korkusu ile beraber mü?teri be?enisinin tek geçerli kriter olarak gör?l?p yap?lan bir üretimin tasar?m ad? alt?nda gösterilmek istenmesini destekleyebilecek insanlar?n be?enebilece?i bir kitap olabilir fakat ne yaz?k ki ben onlar?n aras?nda yer alam?yorum ve sanki bir kaç markan?n reklam?n? yapmak ve onlar?n ba?ar?lar?n? yüceltmekten ba?ka bir amac? olmamak üzere yaz?lm?? bu kitab? kesinlikle bir daha okunmayacaklar listeme ekliyorum . Dost kitabevi'nin geni? ve kapsaml? konular? özet ?eklinde toparlad??? küçük cep kitaplar? sürekli ilgimi çekiyordu. Bu kitab? okuduktan sonra art?k di?er isimli cep kitaplar?na da muhtemelen mesafeli yakla??r?m.

---

## Ryan says

While an excellent overview of the history of design problems in artistic and corporate fields, Heskett seems to tackle to much material, and so this feels rather thin as a whole.

---

## Ry? Nagafuji says

This book only really covers the very, very basics, which I guess should be expected from "A Very Short Introduction", but this really feels more like common sense than anything else. Unless you've never taken

any lessons in any art or design, don't bother with this book: there are plenty more books with more specificity and more information in general. For some reason, this was on my university reading list, but it just wasn't necessary.

---

### **MsKazlo1 says**

This was a good review of a large topic. I believe it discussed an adequate amount of theories on design. There were some names I didn't even hear of before and broadened a few areas of interest. A good brush up since graduating from Art School.

---

### **lilly says**

A pretty glossy breeze through design history telling only the successful parts in Heskett's eyes. There's not much about the failures of modernism, though postmodernism (which he clearly isn't into) gets just a paragraph brush off. The book has a lot of bad humanism in it -- design is part of what it is to be essentially human and civilized, but lesser (feminized) creative fields like hair design are pretenders to the design throne. In other words, everyone CAN design but only a few greats do.

For a more historically engaging, careful, and not-too-much-longer introduction, I'd recommend Penny Sparke's "An Introduction to Design and Culture in the 20th Century" (1986).

---

### **Julia says**

I'd recommend it as a basic introduction to design and it's many meanings, but as an art student I had very little use of it... although I liked how straightforward and easily understandable it was unlike most other academic writings !

---

### **Ahmad Sharabiani says**

Design: A Very Short Introduction (Very Short Introductions #136), John Heskett

John Heskett wants to transform the way we think about design by showing how integral it is to our daily lives, from the spoon we use to eat our breakfast cereal, and the car we drive to work in, to the medical equipment used to save lives. Design combines "need" and "desire" in the form of a practical object that can also reflect the user's identity and aspirations through its form and decoration. This concise guide to contemporary design goes beyond style and taste to look at how different cultures and individuals personalize objects. Heskett also reveals how simple objects, such as a toothpick, can have their design modified to suit the specific cultural behavior in different countries. There are also fascinating insights into how major companies such as Nokia, Ford, and Sony approach design.

---

## **Michael says**

Unfortunately too outdated to be relevant to modern definitions of Design. This introduction largely describes the political and economic impacts of Design rather than the social/behavioural side I was looking for.

---

## **Aaron Robson says**

Pretentious, and with nothing to say.

---

## **Anthony says**

I think I'm good with these ha h a

---

## **Fay says**

The author dealt with this wide-ranging subject very well.

As with other books in this VSI series, it gets too wordy and boring; I switched off frequently and skimmed to get to the next interesting part.

The "further reading" section is an excellent resource.

---

## **Daniel Wright says**

This book (at least in my edition) is littered all over the cover with fawning reviews by some of the author's colleagues in his subject. It would appear that they - like the author himself - are trying to defend the very existence of their subject as an academic discipline, and unfortunately failing. The book is dull and mostly uninformative. Design has the potential to be a fascinating subject, but Heskett makes it nebulous and dry.

---

## **Vincent says**

The first couple chapters were a bit pedantic. However, I found the last couple chapters of this very short book enjoyable.

For someone who has always been interested in design, the book is a great introduction to the philosophy, history, application, and future of design.

---

**Cameron Norman says**

This 'very short introduction' is one of the best primers on design as an idea, a field of practice, and an aesthetic you will find. Heskett was one of the most clear-written scholars and practitioners in the world of design and I can't think of a book I'd recommend before this one for anyone interested in getting a concise, but well-grounded introduction to design.

---