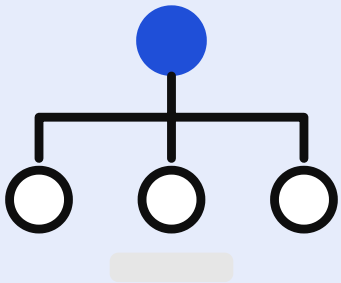
Discipline

Design management

Organizes and leads design within an organization: its teams, processes and resources, and its relationship with strategy and brand.



In Spanish
Gestión del diseño

Origin
Systematized by Borja de Mozota (2003)

What it deals with

Design adds little if it stays isolated, without resources or a place in decisions.

Principles

From style to strategy
Design can be used as a finishing touch, as a process or as strategy.

Connect
Bring together design, brand, product and business.

Measure
Show with data what design contributes.

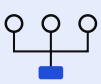
Applications in design

✓ Use it like this
Find out which step of the design ladder your organization is on before asking for more design.

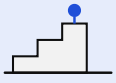
✗ Avoid
Measuring design only by the number of pieces delivered.

Don't fall for it
Moving up a step requires changing processes, not just hiring designers.

Especialidades



Specialty
DesignOps
Organizes people, processes and tools so a large design team works well.



Specialty
Design leadership
Leads design teams and brings design into leadership decisions.

Models

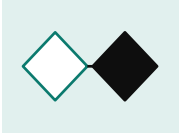


Model

Design ladder

Four steps to see how much an organization uses design: from not at all to strategy.

Methods and tools



Process

Double Diamond

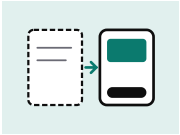
Open up and narrow down twice: first to find the right problem, then the solution.



Method

Ethnography

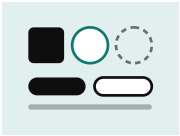
Spending time in people's world to understand their daily life and culture from the inside.



Method

Prototyping

Building quick, incomplete versions of an idea to test it before developing it.



Artifact

Design system

The set of shared components, rules, and criteria a team uses to build its interfaces.

Connections

Related to

- Strategic design

Authors and works

2003	**Brigitte Borja de Mozota**	Explained how to manage design to create brand value and innovation.
2018	**Danish Design Centre**	Ranked 802 Danish companies on four steps according to how they use design: none, form, process or strategy.

Sources

Original sources

- Borja de Mozota, B. (2003). Design management: Using design to build brand value and corporate innovation. Allworth Press.
- Danish Design Centre & Confederation of Danish Industry (2018). Design delivers 2018: How design accelerates your business. View source (https://ddc.dk/wp-content/uploads/2021/09/Design-Delivers-How-design-accelerates-your-business.pdf)
- Design Council (2007). Eleven lessons: Managing design in eleven global brands. A study of the design process. Design Council. View source (https://www.designcouncil.org.uk/fileadmin/uploads/dc/Documents/ElevenLessons_Design_Council%2520%25282%2529.pdf)

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