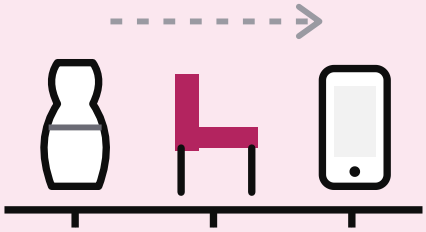
Field

Design history and criticism

Studies design past and present: how its practices emerged, what role objects and images played in the economy and culture, and how to judge them critically.



In Spanish
Historia y crítica del diseño

Origin
Consolidated as a field with Forty (1986) and the Journal of Design History (1988)

What it studies

How and why design became what it is. It gives design perspective so it doesn't unknowingly repeat itself, and helps it understand which values its work conveys.

Principles

Objects tell a story
An object reflects the economy, ideas and customs of its time.

Beyond the famous author
Look also at manufacturing, selling and use, not just at whoever signed the design.

A history of the whole world
Design didn't start with European industry; each region has its own history.

Applications in design

✓ Use it like this
Look for the precedents of what you're going to design and ask which values of its time it still conveys.

✗ Avoid
Telling design history only as a list of famous designers and objects.

Don't fall for it
Check which places and which people your reference talks about: whole regions are almost always missing.

Theories and concepts



Concept

Form follows function

Something's shape should come from what it does, not from a borrowed style.



Model

Ten principles for good design

Ten criteria Dieter Rams used to judge whether a product was well designed.



Concept

Planned obsolescence

Products made to stop working or stop appealing too soon, so they get bought again.



Concept

International Typographic Style

Grid, sans-serif type and photography: the Swiss style that set out to communicate clearly, without ornament.

Methods and tools



Artifact

Design principles

A few rules, born from research, that guide every decision in a project.

Connections

Campos cercanos

- Design studies

Used in

- Fashion design
- Graphic design
- Industrial design

Authors and works

1986	**Adrian Forty**	Studied product design since 1750 as part of commerce and society, starting with how Josiah Wedgwood designed and sold his pottery.
1988	**Design History Society**	Has published the field's reference journal since 1988, covering the history of furniture, product, graphic and fashion design, craft and exhibitions.
2015	**Victor Margolin**	Wrote a world history of design that starts in prehistory and isn't limited to the West, because a definition tied to industry leaves many regions without a history.

Sources

Original sources

- Forty, A. (1986). Objects of desire: Design and society 1750–1980. Thames and Hudson.
- Design History Society (1988–). Journal of Design History. Oxford University Press. View source (https://www.designhistorysociety.org/publications/journal)
- Margolin, V. (2015). World history of design (2 vols.). Bloomsbury.

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