

Design domains

For the purposes of analysis and evaluation EDTI has identified a broad series of design domains. They have been organised into three levels of detail. While the list of domains tries to be as comprehensive as possible it is accepted that it cannot cover the totality of activities undertaken by designers. Nevertheless, it is hoped that it will provide a sound basis to clarify which domains designers are active in and analyse their training needs.

For more information : <http://www.edti.eu> ou <http://www.designinnovation.be>

1 Level 1

Design strategy
Communication, information and graphic design
Environment design, architecture
Fashion, clothing, Textile design
Product design
Service design
Experience design

2 Level 2

Design strategy

Overall design strategy
Brand design strategy
Corporate design strategy
Product design strategy
Service design strategy

Communication, information and graphic design

Brand design (as opposed to corporate design)
Corporate design (as opposed to brand design)
Illustration
Information systems and signage
Interactive Media Design
Miscellaneous graphics
Packaging
Publications

Environment design

Architecture and building design
Exhibition and trade show design
Interior Design
Landscape and garden design
Stage design
Urban planning

Fashion, clothing/Textiles

Accessories

Fashion
Textiles

Product design

Agriculture & Heavy Machinery
Automotive & Transport
Business & Technology
Capital goods
Consumer products
Furniture, Lighting and 'design' object
Housing & Building
Intermediate goods
Materials
Medical & Scientific
Packaging & Point of Sale
Public Spaces
Sport & Leisure

Service design

Customizable by users
Ready to use
Other service design

Experience design

Sound design
Food design
Other experience design

3 Level 3

3.1.1 Design strategy

Corporate design strategy

Corporate design audit
Corporate design guidelines, manual and brief
Corporate design scenarios
Corporate future thinking
Other corporate design strategy services

Overall design strategy

Overall design audit
Overall design guidelines, manual and brief
Overall design scenarios
Overall future thinking
Other overall design strategy services

Brand design strategy

Brand design audit
Brand design guidelines, manual and brief
Brand design scenarios

Brand future thinking
Other brand design strategy services

Product and brand design strategy

Product design audit
Product design guidelines, manual and brief
Product design scenarios
Product future thinking
Other product design strategy services

Service design strategy

Service design audit
Service design guidelines, manual and brief
Service design scenarios
Service future thinking
Other service design strategy services

3.1.2 Communication, information and graphic design

Brand design (as opposed to corporate design)

Brand logo, trademark, symbol
Brand range of implementation
Brand design manual

Corporate design (as opposed to brand design)

Company logo, trademark, symbol
Company range of implementation
Corporate design manual

Illustration

Advertising
Books
Corporate
Editorial
General
Packaging
Other illustration

Interactive Media Design

Animation and motion graphics
Video game graphics
Design for film, television or video reproduction
Interactive elements and content
Multimedia CD-ROMs, DVDs
Web portals, web sites, intranets and extranets
Other interactive media design

Miscellaneous graphics

3D surface graphics
Calendars

Merchandising
Greeting cards, announcements, invitations, menus
Point-of-sale
Posters
Printed surface pattern
Television or film graphics (motion or still)
Typeface and fonts
Value-bearing and secured documents
Really miscellaneous (stencil graffiti, decals,...)

Orientation systems and signage

Charts and maps
Event imaging
Murals, supergraphics
Pictograms
Signage
Venue imaging
Way finding systems
Other signage

Packaging

2D packaging graphics (e.g.: Labels)
3D packaging graphics (structural packaging excl.)
Other packaging

Publications

Annual report
Book
Brochure & leaflet
Catalogue
Magazine
Newsletter
Newspaper
Prospectus
Other publications

3.1.3 Environment design

Architecture and building design

For commercial building
For domestic building
For office and working building
For public building
Other building

Ephemeral architecture and building design

Exhibition
Museum design
Displays
Trade shows
Other exhibition design

Interior design

Commercial interiors
Domestic interiors
Office and working interiors
Public interiors
Other interior design

Landscape and garden design

For commercial space
For domestic space
For office and working space
For public space
Other space

Stage design

Television and film stage design
Theatre stage design
Other stage design

Urban planning

Urban planning

3.1.4 Fashion, clothing and textiles

Accessories

Millinery and hats
Footwear
Jewellery
Watches
Belts, gloves, scarves and ties
Umbrella
Handbags, wallet...
Glasses
Stockings
Pet's accessories
Other accessories

Colour advisory

Colour advisory

Fashion

Baby's ready-to-wear
Kid's ready-to-wear
Junior's ready-to-wear
Men's ready-to-wear
Women's ready-to-wear
Haute couture
Lingerie / swimwear
Sport clothing
Working clothing

Corporate clothing
Pet's clothing
Other clothing products

Textiles

Natural textile
Technical textiles
Smart fabrics (Techno-performance, digital textiles...)
Woven and non-woven textiles
Graphics/pattern on textile
Other textiles and fabrics

3.1.5 Product design

Agriculture & Heavy Machinery

Heavy farming
Mining, earthmoving and production equipment
Other machinery

Automotive & Transport

Motor powered vehicles
Non motor powered vehicles (cycles,...)
Public transport
Other modes of transport

Business & Technology

Communication terminals
Financial registers
Office equipment
Technical instruments
Other business and technology equipment

Capital goods

Factories equipment
Machinery
Tools
Other capital goods

Consumer products

Consumer electronics
Housewares
Domestic appliances
Whitegoods
Other consumer product

Furniture, Lighting and 'design/lifestyle' object

'Design' object
Furniture for commercial space
Furniture for domestic space
Furniture for office and working space

Furniture for public space
Lighting for commercial space
Lighting for domestic space
Lighting for office and working space
Lighting for public space
Other furniture, lighting and 'design/lifestyle' products

Housing & Building

Architectural fittings and fixtures
Building materials, plumbing
Construction equipment
Other housing and building products

Intermediate goods

Parts and components
Components and accessories for automotive and transport
Other intermediate goods

Materials

Industrial materials
Laminates and substrates
Other material

Medical & Scientific

Home health care and self help devices
Laboratory equipment
Medical equipment
Other medical and scientific products

Packaging & point of Sale

Primary packaging systems
Retail units
Structural packaging
Showcase
Other packaging and point of sale products

Public Spaces

Public utilities
Street facilities
Other public space products

Sport & Leisure

Camping gear
Leisure gear
Professional sporting equipment
Recreational sporting equipment
Other sport and leisure products

3.1.6 Services design

Customizable by users

Ready to use

Other service design

3.1.7 Experience design

Sound design

Food design

Other experience design