



Contexts



Visual
Language



Stakeholders and
Specialists



Evaluating Ideas



Factors that
Influence Designs



Ethical and
Legal

Comparing contemporary Designers.



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Contexts in which designers work

In design practice, context refers to the environment and structures in which a designer works, such as scale, location and mode of practice. Context influences project scope, timeframes, budgets, access to resources, stakeholder involvement, and the legal and ethical considerations shaping design decisions.

Comparing Designers

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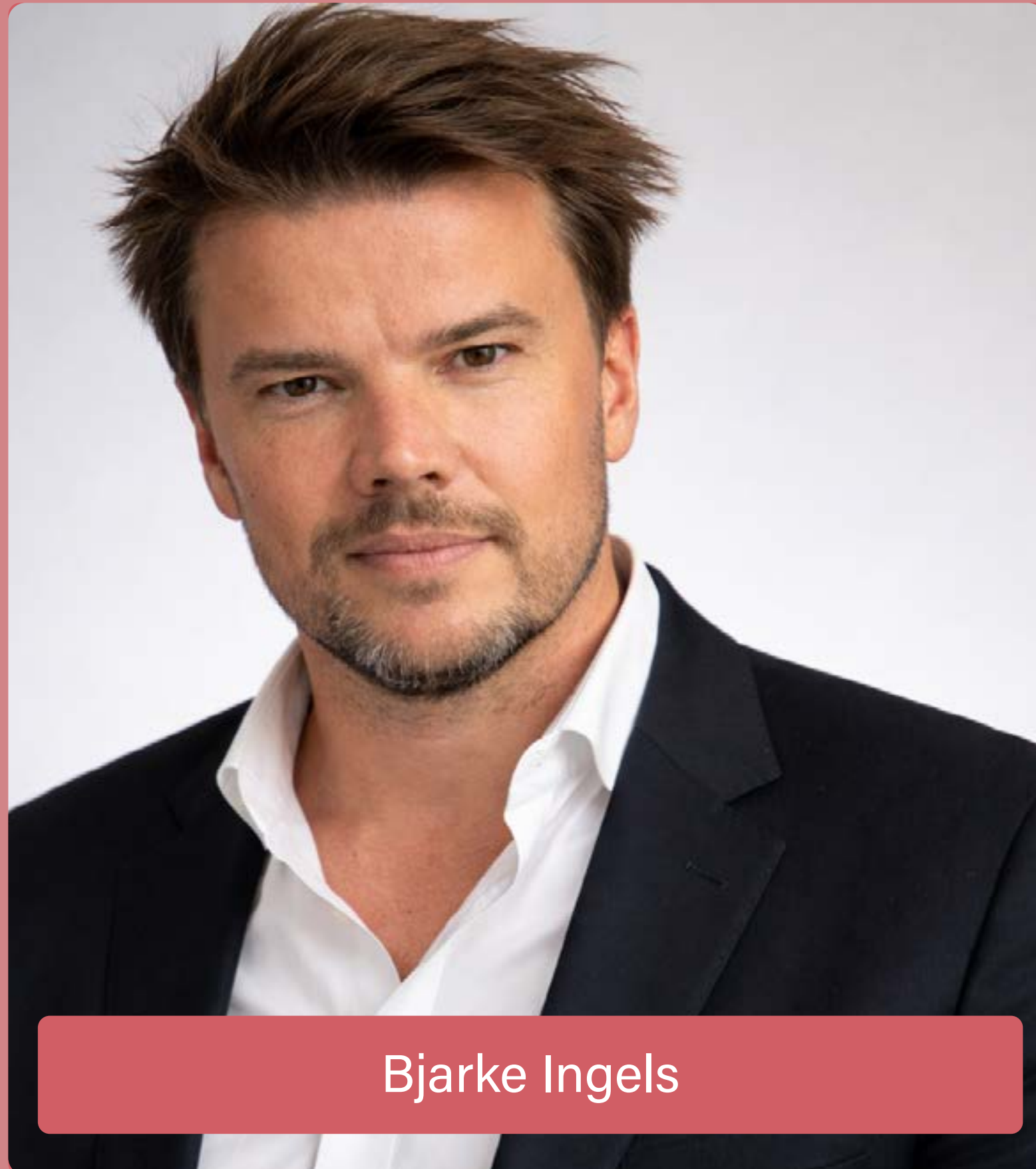
Evaluating Ideas



Factors that
Influence Designs



Ethical and
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Bjarke Ingels



- Both work in global, contemporary design contexts
- Both respond to commercial briefs and client expectations



- Ingels designs large-scale architectural and urban environments
- Rashid designs consumer products and interiors for mass markets



Karim Rashid



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Visual language used by designers

Visual language refers to how designers communicate ideas using design elements, principles and field-specific conventions. While some visual language is shared across design fields, each field prioritises different elements, symbols and drawing systems to suit its purpose, audience and method of communication.

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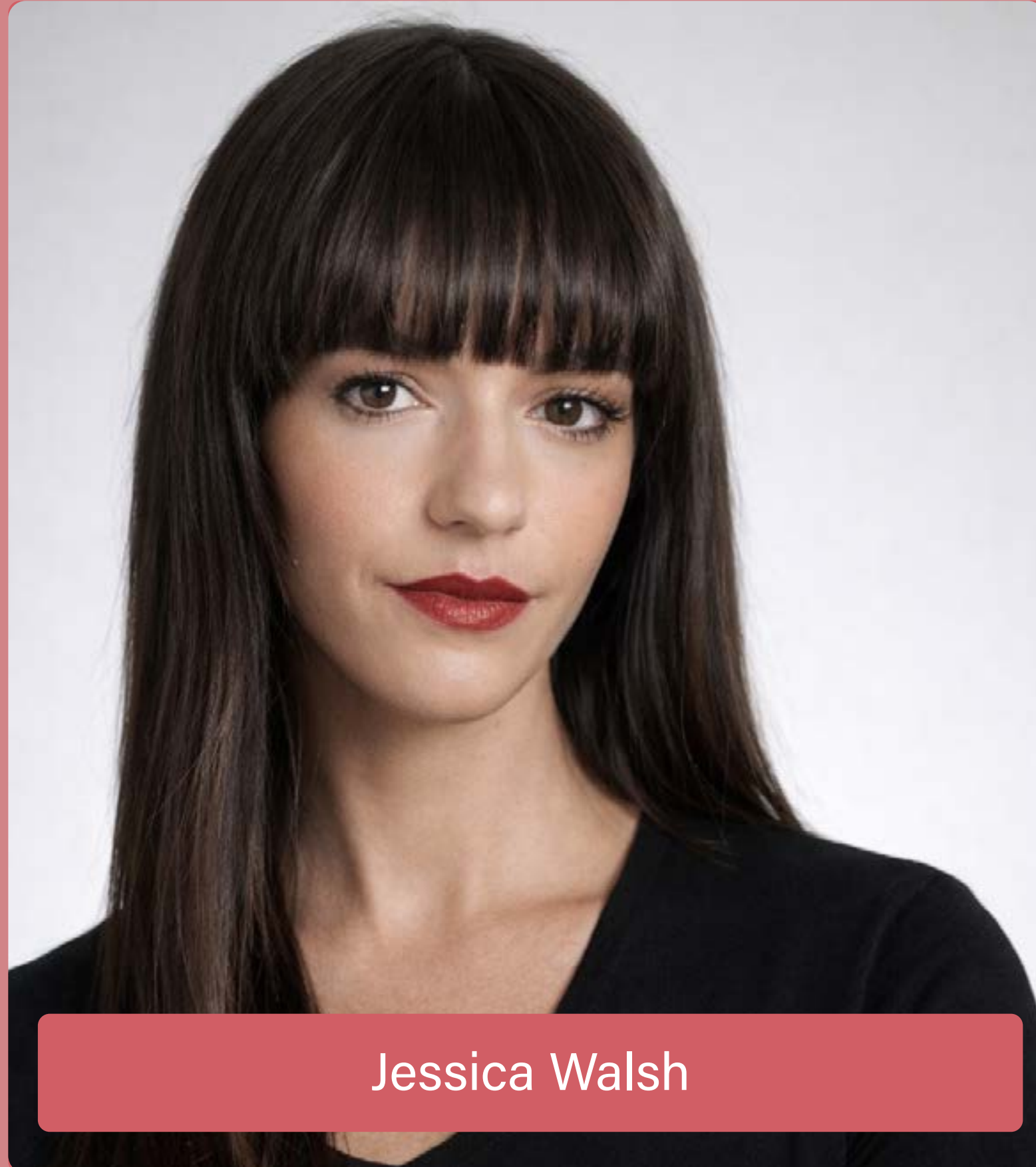
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Jessica Walsh



- Both use layout and typographic conventions to organise information
- Both apply design elements and principles to communicate with audiences



- Walsh uses expressive, high-impact visual language to evoke emotion
- Spalter uses structured, system-based visual language to support usability



Ian Spalter



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Stakeholders and Specialists

Specialists and stakeholders are people who inform and influence a design. Stakeholders shape design criteria such as budget and function, while specialists provide expert knowledge. How designers work with both strongly influences their design process, decisions and final outcomes.

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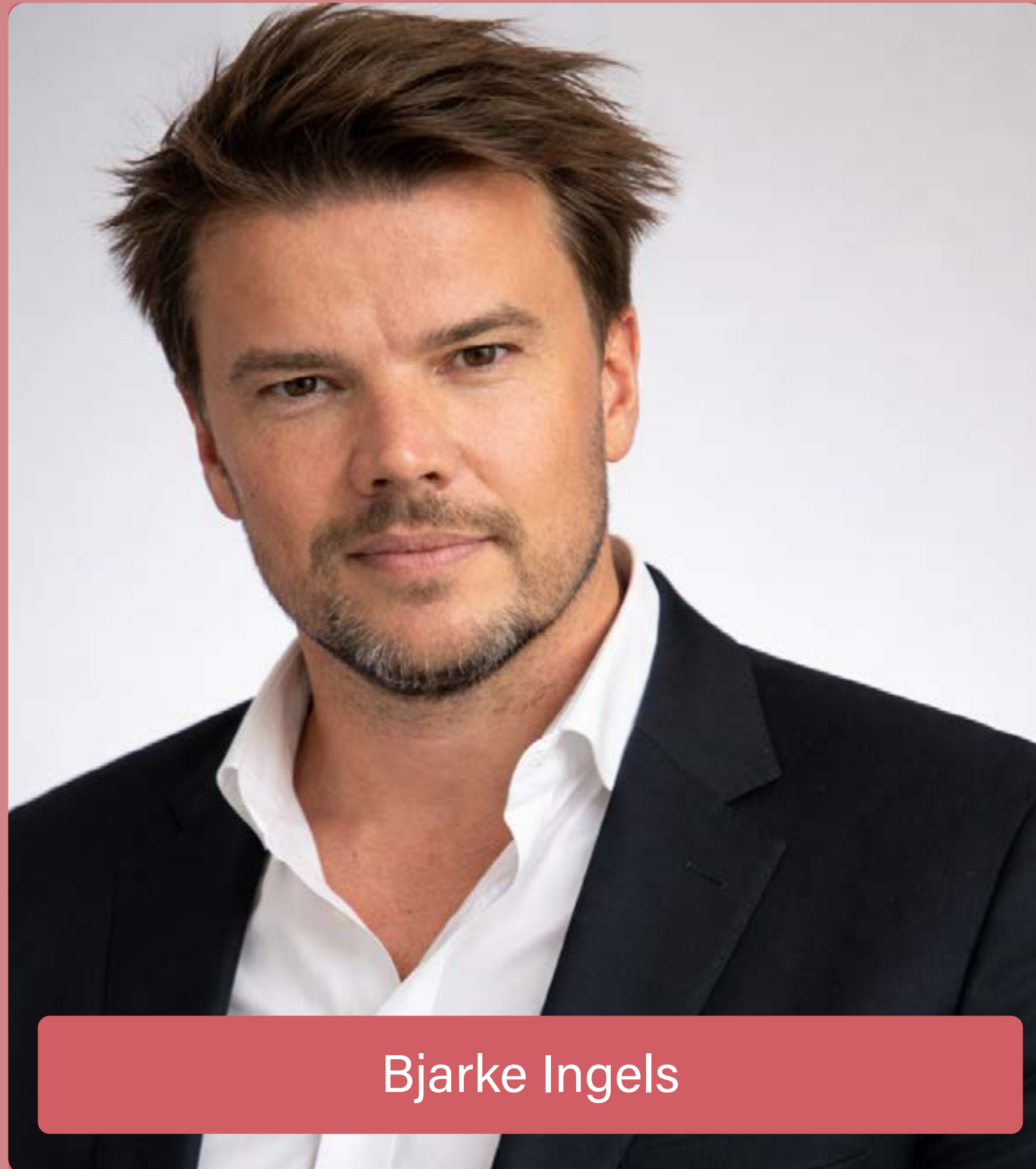
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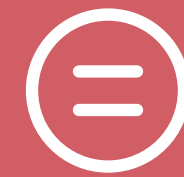
Factors that
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Ethical and
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Bjarke Ingels



- Both collaborate with specialists to resolve complex problems
- Both respond to stakeholder needs and constraints



- Ingels works with engineers and regulatory bodies
- Spalter works with developers and product teams



Ian Spalter



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How designers evaluate ideas

Evaluation is an ongoing part of the design process, used to assess how well ideas meet purpose, audience needs and design criteria. Designers often use human-centred practices such as surveys, interviews and testing, with methods varying depending on the design field and problem being addressed.

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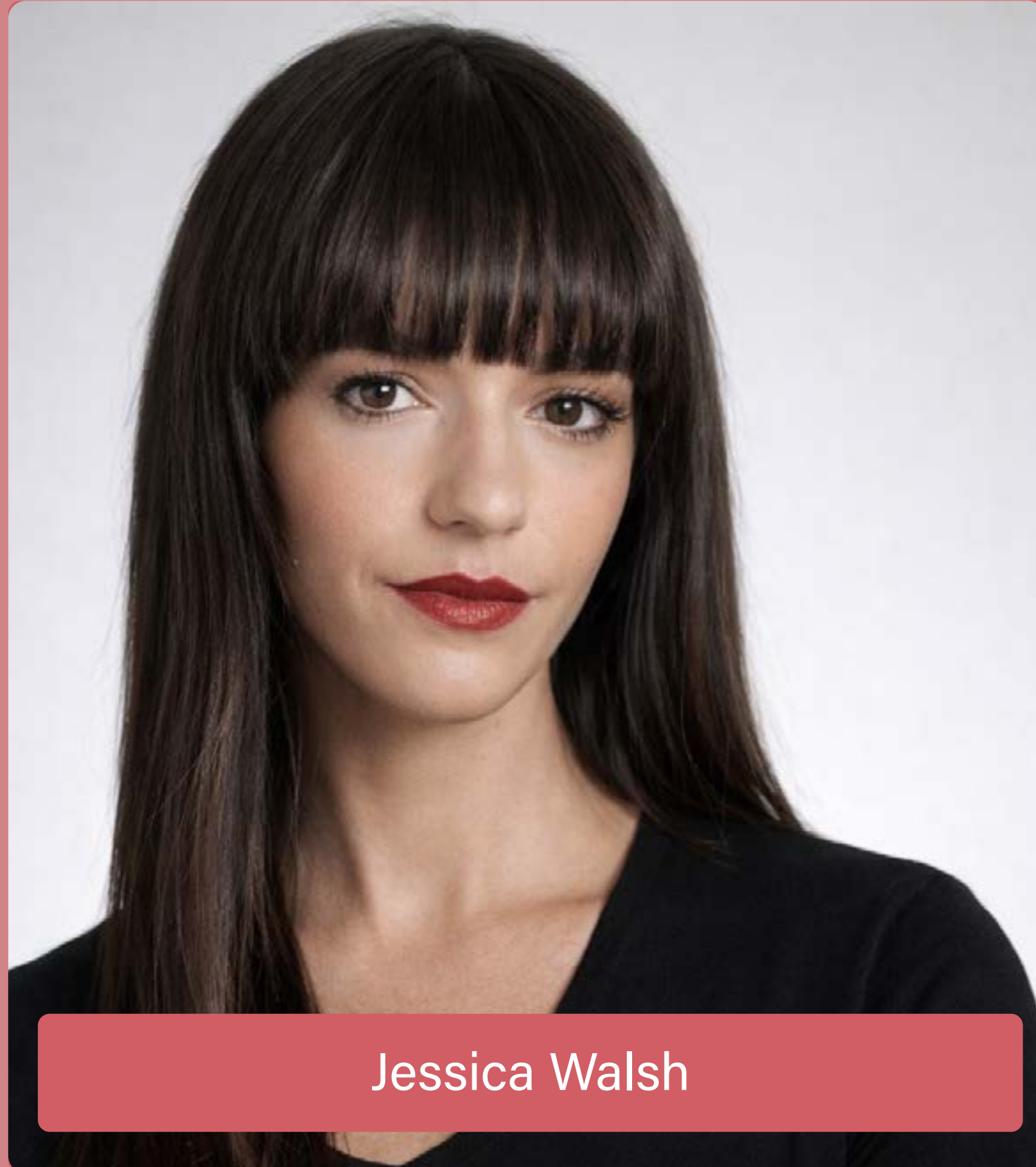
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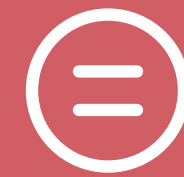
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Jessica Walsh



- Both use human-centred design practices to evaluate ideas
- Both gather audience or user feedback to refine designs



- Walsh focuses on qualitative feedback and emotional response
- Spalter focuses on quantitative data and user behaviour



Ian Spalter



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Factors that influence designers

Design practices are influenced by social, environmental, economic, technological and cultural factors. These factors shape how designers approach problems and make decisions, with their importance varying depending on the design field, purpose and context of the design.

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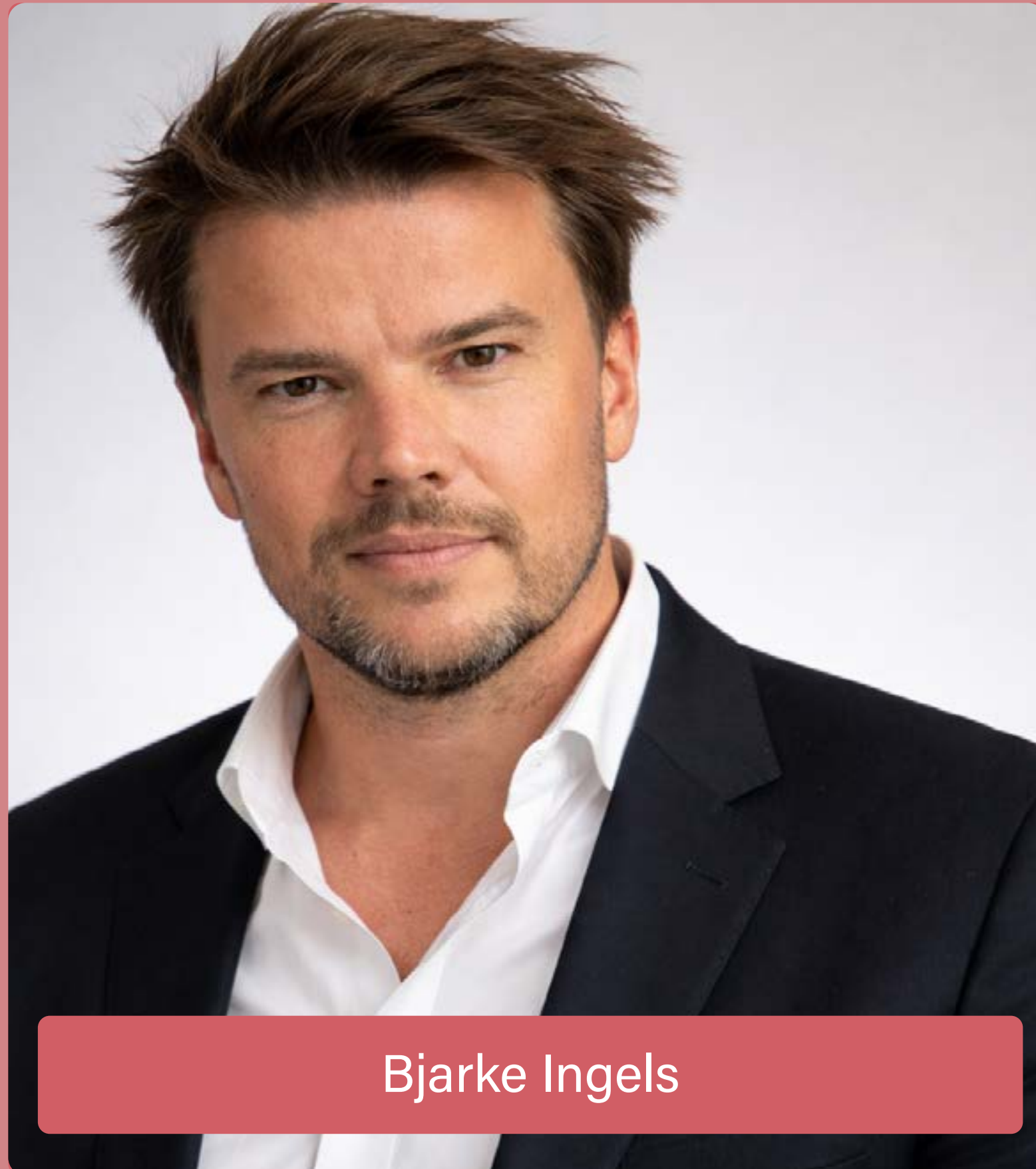
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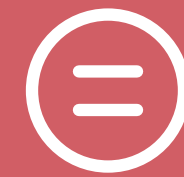
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Bjarke Ingels



- Both respond to technological and social change
- Both design for contemporary audiences



- Ingels prioritises environmental factors and social sustainability
- Rashid prioritises economic and cultural trends



Karim Rashid



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Legal and Ethical Considerations

Designers must work within legal frameworks and consider ethical responsibilities. These obligations help ensure designs are safe and responsible. Ethical and legal considerations vary across design fields and may include safety, sustainability, accessibility, privacy and responsible use of technology.

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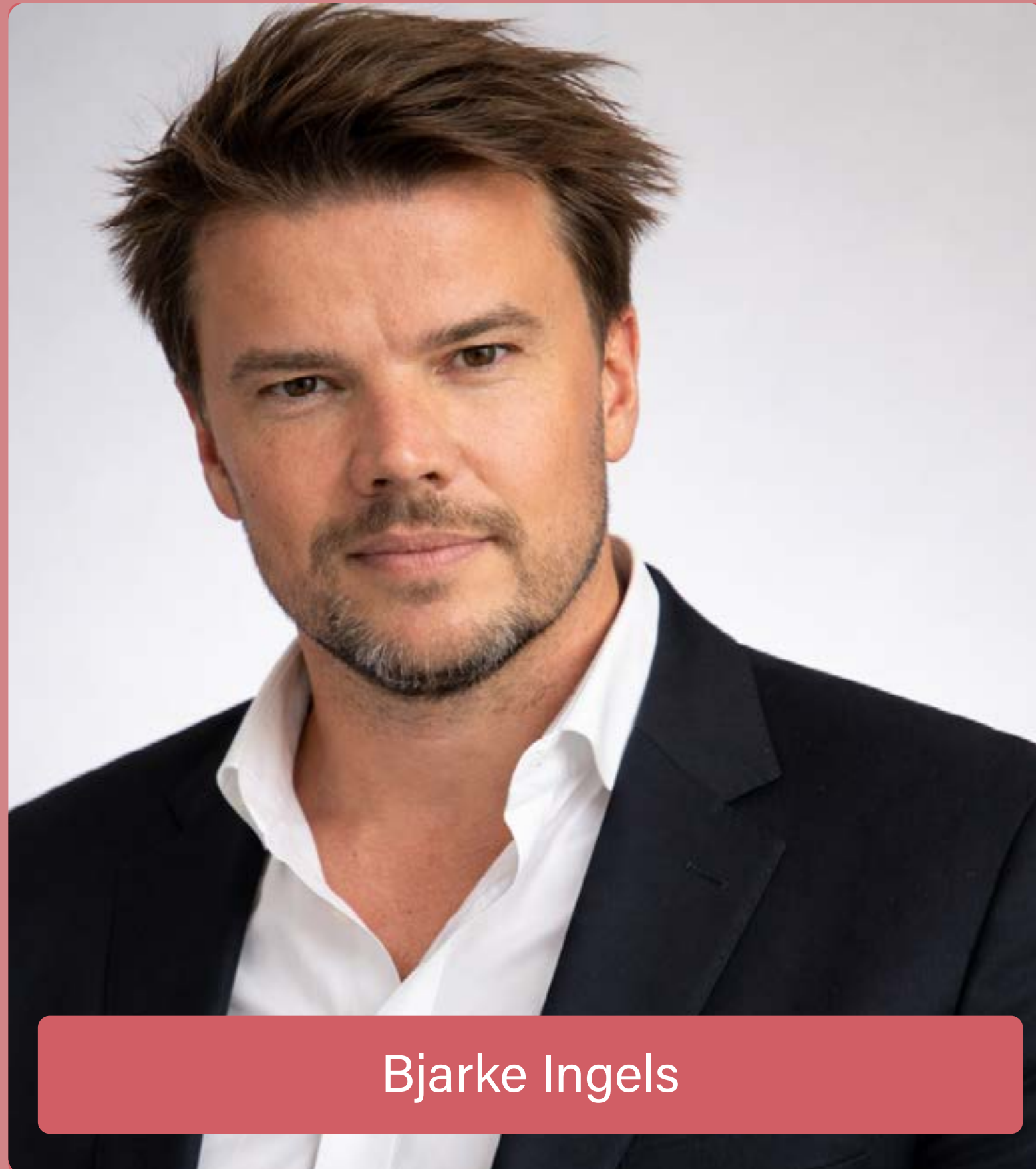
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Bjarke Ingels



- Both consider ethical responsibilities to users
- Both work within legal constraints



- Ingels focuses on environmental and safety obligations
- Spalter focuses on privacy, accessibility and digital ethics



Ian Spalter