

The person designing is called a *designer*, which is also a term used for people who work professionally in one of the various design areas, usually also specifying which area is being dealt with (such as a *fashion designer*, *concept designer* or *web designer*).

Designing often requires a designer to consider the [aesthetic](#), [functional](#), and many other aspects of an object or a process, which usually requires considerable [research](#), [thought](#), [modeling](#), interactive [adjustment](#), and re-design. With such a broad definition, there is no [universal language](#) or [unifying institution](#) for designers of all disciplines.

Design as a process

Design, as a process, can take many forms depending on the object being designed and the individual or individuals participating.

Defining a design process

According to [video game developer Dino Dini](#), design underpins every form of creation from objects such as chairs to the way we plan and execute our lives. For this reason it is useful to seek out some common structure that can be applied to any kind of design, whether this be for video games, consumer products or one's own personal life.

For such an important concept, the question "What is Design?" appears to yield answers with limited usefulness. Dino Dini states that the design process can be defined as "The management of constraints". He identifies two kinds of constraint, negotiable and non-negotiable. The first step in the design process is the identification, classification and selection of constraints. The process of design then proceeds from here by manipulating design variables so as to satisfy the non-negotiable constraints and optimizing those which are negotiable. It is possible for a set of non-negotiable constraints to be in conflict resulting in a design with no solution; in this case the non-negotiable constraints must be revised. For example, take the design of a chair. A chair must support a certain weight to be useful, and this is a non-negotiable constraint. The cost of producing the chair might be another. The choice of materials and the aesthetic qualities of the chair might be negotiable.