There are countless philosophies for guiding design as the design values and its accompanying aspects within modern design vary, both between different schools of thought and among practicing designers.[10] Design philosophies are usually for determining design goals. A design goal may range from solving the least significant individual problem of the smallest element, to the most holistic influential utopian goals. Design goals are usually for guiding design. However, conflicts over immediate and minor goals may lead to questioning the purpose of design, perhaps to set better long term or ultimate goals.

Philosophies for guiding design

A design philosophy is a guide to help make choices when designing such as ergonomics, costs, economics, functionality and methods of re-design. An example of a design philosophy is "dynamic change" to achieve the elegant or stylish look you need.

Approaches to design

A design approach is a general philosophy that may or may not include a guide for specific methods. Some are to guide the overall goal of the design. Other approaches are to guide the tendencies of the designer. A combination of approaches may be used if they don't conflict.

Some popular approaches include:

- KISS principle, (Keep it Simple Stupid, etc.), which strives to eliminate unnecessary complications.
- There is more than one way to do it (TIMTOWTDI), a philosophy to allow multiple methods of doing the same thing.
- Use-centered design, which focuses on the goals and tasks associated with the use of the artifact, rather than focusing on the end user.
- User-centered design, which focuses on the needs, wants, and limitations of the end user of the designed artifact.

Design methods

Design Methods is a broad area that focuses on:

- Exploring possibilities and constraints by focusing critical thinking skills to research and define problem spaces for existing products or services—or the creation of new categories; *(see also Brainstorming)*
- Redefining the specifications of design solutions which can lead to better guidelines for traditional design activities (graphic, industrial, architectural, etc.);
- Managing the process of exploring, defining, creating artifacts continually over time
- Prototyping possible scenarios, or solutions that incrementally or significantly improve the inherited situation

Trendspotting; understanding the trend process.