## What is Design?

## Design can be...



## Symbolic/Iconographic

















#### Comfortable

## Beautiful



### Skeletal!



#### Everyday



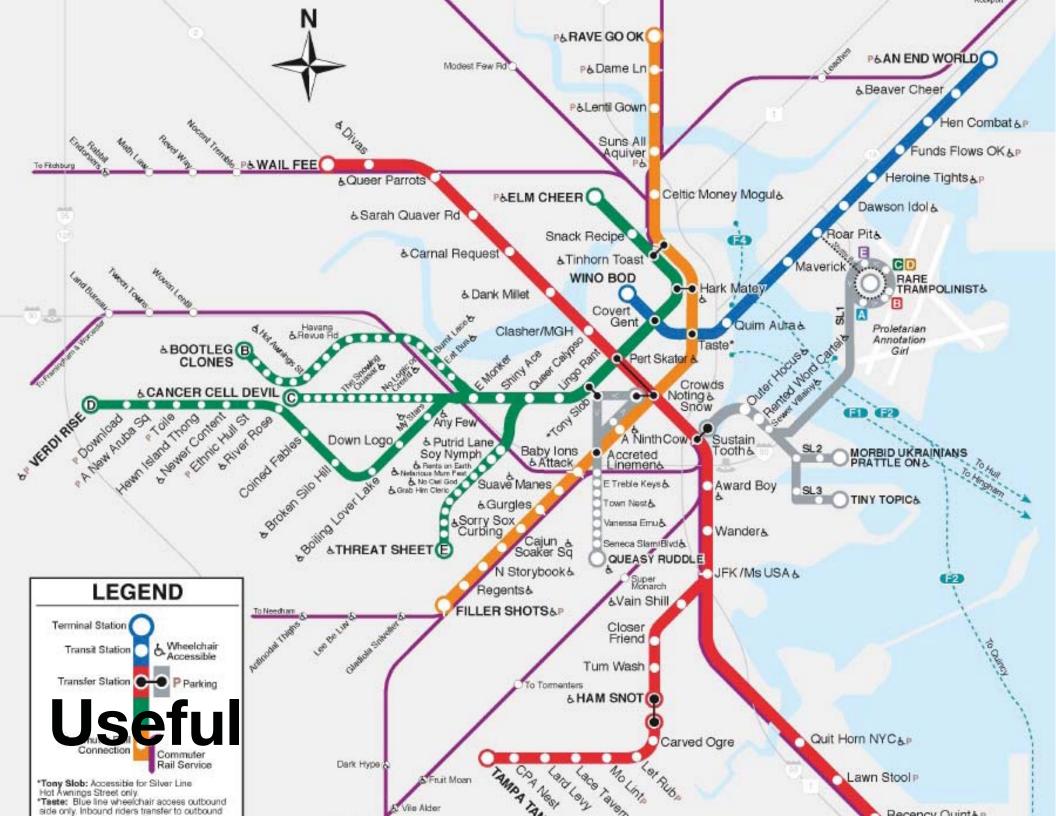
# Exceptional



#### Everyday



## Exceptional





## Useful



## Luxurious



## **Crime Fighting**



## Life Saving



## Life Saving



#### **World Changing**



## World Changing

## Breathtaking

# Monumental

P.P. BARRISTON

# Magical



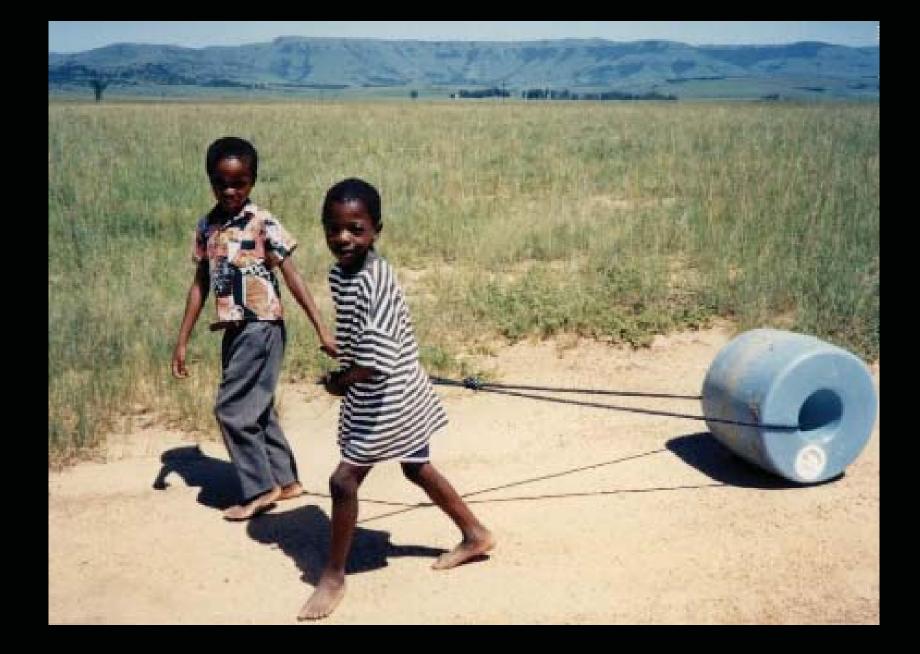


#### Your Own

## Guess what this is.







### Design can be life changing.









#### **Big Dig House**



#### **Design can be Architecture**







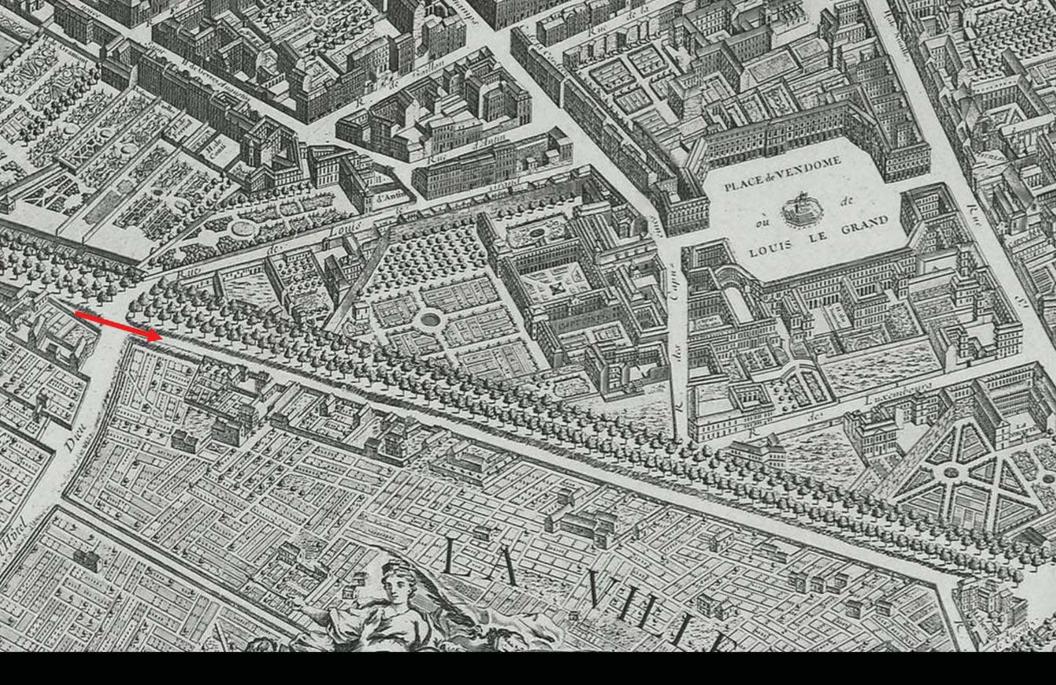




## **Best Park Ever**

#### Landscape Architecture





#### **Urban Planning**

### Design is making things.

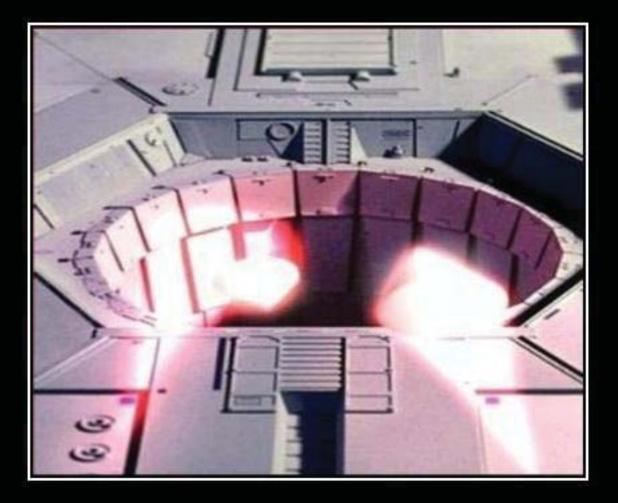
#### Design is making things better.

#### Because sometimes, Design can be...

# Boring



## Stupid



#### DESIGNFLAW

I mean, really ?!









### Flawed

#### That's why we need you!