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Spatial Design (Exhibition, Interiors, Retail) is the design of specific spatial environments for exhibitions, retail outlets or any interior space where an enterprise does business.

Service Design is the design of the functionality, form and experience of services from the perspective of the customer and through the analogue or digital interfaces they need to access to acquire the service.

Communication Design embraces a combination of textural, figurative, formal and time-based elements to convey messages and meanings in an effective way. Closely related to graphic design and visual identity design.

Concept Design is about developing ideas which test what is (presently) acceptable, culturally or technically. It may involve using various ideation methods to generate lots of ideas then develop the best ones.

Graphic Design/Visual Identity Design/Brand Design are inter-related design activities which organise text, images, icons, logos and illustrations to communicate specific messages and stories. Closely related to communication design.

Design management is integrating design activities with everyday management, operations, production and service practices in an enterprise with strategic decisions for competitive advantage and improved performance.

Interface design is about improving experiences at the common boundary between an enterprise and its products or services and maximising the benefits to the user or customer by facilitating tasks.

User-centred design/Usability is an approach to designing which involves the users from initial conceptualisation to testing prototypes or models and delivering them to the market.

Design research can include any design field, discipline, activity and approach as theory, practice and/or explorations. It frequently involves collaborations with for-profit and non-profit enterprises on specific projects or challenges around new technologies, materials, markets and communities.

(Web) Product development is about re-designing existing products or creating new products through a variety of processes where designers and others take a design brief with a defined challenge, create a solution and deliver it to the market.

(ShiFT) Support Systems for Sustainable Entrepreneurship and Transformation

Strategic design aims to improve the performance of an enterprise in the eyes of its management, designers, customers and, even, competitors.

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Ecodesign/sustainable design involves developing products or services which minimise their impacts on the environment throughout their lifecycle. Sustainable design includes ecodesign but also embeds ethical, social and economic considerations.

Product/Industrial Design is the conceptualisation, design and making of objects, artefacts or products which are functional and useful while meeting contemporary aesthetic needs.

Web design is about the conceptualisation of the 'look and feel' (visual design) of a website and its integration with the underlying structure and functionality. (The aim of good web design is for users and customers to access information, products and services efficiently and that, overall, it is a satisfying experience.)