Design is identified as a science and seen as making physical artifacts.

Designers are studied and their ways of thinking are evaluated for distinctive behaviors and mindsets.

Design takes tools from social sciences and begins to produce its own toolkits for research and ideation.

Design is decoupled from physicality and begins to dabble in creating interactions.

Design begins to shift focus toward creating services and experiences, in some cases directly with non-designers.

Design thinking promotes design tools to the non-design world.

Design thinking timeline

Horst Rittel
Richard Buchanan
Tim Brown
David & Tom Kelley
Jane Fulton Suri
Ezio Manzini
Deborah Szebeko
Liz Sanders
Alastair Fuad-Luke
IDEO Merger
Buckminster Fuller
Victor Papanek
Utopia project
Nigel Cross
Donald Schön
Scandinavian co-operative design
Participatory design
Industrial and organizational psychology
Computer science
Organizations, human factors
Architecture
Information architecture
Human-computer interaction (HCI)
Interaction design
Service design
Ergonomics
Human factors
Design science
Engineering
Industrial design
Design-led discipline
Non-design influence
Major knowledge transfer
Minor influence
Minor influence
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ADA1111 - Design thinking