



Speaking Design

Author: S. Balaram

₹1,500 ISBN: 9788196775100

Modern design is just a century old but it is today one of the world's most attractive, even seductive, occupations. But how many know that under the cover of this immense glamour and beauty, it is a very serious profession of power? And with great power comes great responsibility.

The famous design writer Victor Papanek stated that “there are professions more harmful than industrial design, but only a very few.”

An ideal way of mitigating any possible harm is by speaking about it to raise arguments, debate and discussion.

Contents | Preface | Introduction |

- 1. The Beginnings**
- 2. The Identity**
- 3. Design Education**
- 4. Design Profession**

Glossary

About the Authors

S. Balaram is one of the pioneers who commenced design education in India. His championship of Universal Design Education won him the Grand Jury Award of the International Association of Universal Designers. “Majority World”, the term he coined to replace the biased terms “Developing World” and “Third World”, is now accepted globally as appropriate. He is the only Indian to get the “Ron Mace / Designing for the 21st Century Award”. He is one of the very few designers who publishes regularly and has authored ten books on diverse aspects of design.

