



# Design: The History, Theory and Practice of Product Design

*By Bernhard E. Burdek*

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Der Autor zeigt die Entwicklung des Designs von seinen Anfängen im ausgehenden 19. Jahrhundert über die wichtigsten Bewegungen des 20. Jahrhunderts bis hin zur biologischen Wende, die das 21. Jahrhundert bestimmen wird. Die wichtigsten Grundlagen der Designtheorie und -methodologie werden vorgestellt, besonders auch die kommunikativen Funktionen der Produkte.

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### About the Author

Bernhard E. Burdek is Professor at the Academy of Art and Design (hfg) in Offenbach am Main (Germany) and author of numerous publications. He heads the design office Vision & Gestalt.

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