

Part I: Discursive Design: In Theory

Introduction

- | | | |
|----------|------------------------|----|
| 1 | Why Write Such a Book? | 5 |
| 2 | Why Read Such a Book? | 17 |
-

Background

- | | | |
|----------|--|----|
| 3 | So, What's Wrong with Design? | 31 |
| 4 | What Is the Four-Fields Framework? | 43 |
| 5 | What Can and Can't a Four-Field Approach Do? | 57 |
-

Foundation

- | | | |
|-----------|---|-----|
| 6 | What Is Discourse, Discursing, and Discursive Design? | 73 |
| 7 | What Isn't Discursive Design? | 83 |
| 8 | How Do Discursive Objects Communicate—In Theory? | 101 |
| 9 | How Do Discursive Objects Communicate—In Practice? | 111 |
| 10 | What Are the Domains of Discursive Design? | 121 |
-

Theorizing Practice

- | | | |
|-----------|--|-----|
| 11 | Intention: What's a Discursive Designer to Do? | 135 |
| 12 | Understanding: What's a Discursive Designer to Know? | 153 |
| 13 | Message: What's a Discursive Designer to Say? | 165 |
| 14 | Scenario: How Does a Discursive Designer Set the Stage for Discourse? | 185 |
| 15 | Artifact: What's a Discursive Designer to Make? | 211 |
| 16 | Audience: To Whom Does a Discursive Designer Speak? | 235 |
| 17 | Context: How Does a Discursive Designer Disseminate? | 253 |
| 18 | Interaction: How Does a Discursive Designer Connect? | 269 |
| 19 | Impact: What Effect Can a Discursive Designer Have? | 285 |
-

Conclusion

- | | | |
|-----------|---|-----|
| 20 | What's Wrong with Discursive Design(ers) Today? | 301 |
| 21 | Where's Discursive Design Headed? | 315 |

Part II: Discursive Design: In Practice

Introduction

22	Introduction: In Practice	343
-----------	---------------------------	-----

Discursive Designing: Nine Facets

23	Intention: In Practice	347
24	Understanding: In Practice	365
25	Message: In Practice	381
26	Scenario: In Practice	401
27	Artifact: In Practice	421
28	Audience: In Practice	441
29	Context: In Practice	455
30	Interaction: In Practice	473
31	Impact: In Practice	489

Case Studies

32	Case Study: Global Futures Lab	501
33	Case Study: (Im)possible Baby	519
34	Case Study: Umbrellas for the Civil but Discontent Man	531

Glossary	545
----------	-----

Interviewees and Interlocutors	557
--------------------------------	-----

Image Credits	561
---------------	-----

Bibliography	581
--------------	-----

Index	603
-------	-----