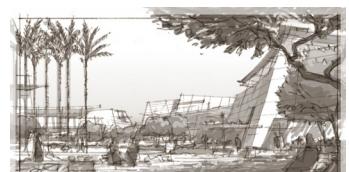
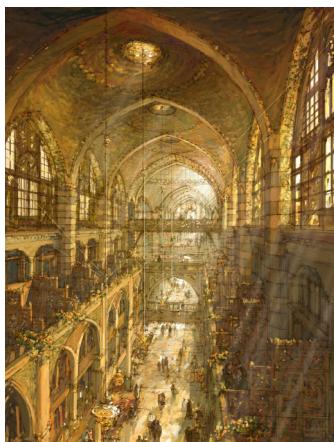
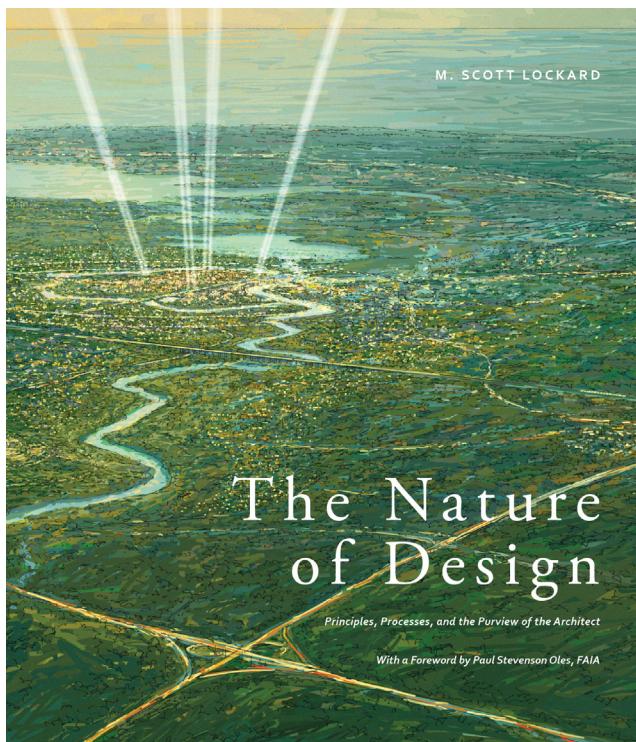


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## The Nature of Design

*Principles, Processes, and the Purview of the Architect*

By M. Scott Lockard

With a Foreword by Paul Stevenson Oles, FAIA

In this insightful, irreverent, and beautiful exposition of the design process, one of the world's most prolific practitioners proposes an absolutely clear distinction between Design and Art.

Lockard asserts that the design profession itself accepts and often promotes a misleading definition of design, and here challenges professionals, their clients, and students of design to examine the fundamental nature of the discipline.

Conversational yet uncompromising in its message—illustrated throughout by hundreds of actual design drawings from real-world projects of all types demonstrating Lockard's highly effective and versatile process—the book's overarching principles will find application in all fields of design.

*The Nature of Design* also offers compelling insight into today's biggest challenges for the field of design: the co-opting of the process by bureaucratic and industry forces, the disconnection of academia from practice, and the very real difficulties facing designers that encourage brain drain to related fields.

### About the Author:

In more than three decades of architectural practice, **M. Scott Lockard**—the son of revered architectural educator W. Kirby Lockard—has had a hand in the design of projects of nearly every scale and type, in all phases of design, and on every continent. Beyond his own practice, Lockard has collaborated with more than seventy-five design firms, and thus has a unique and extremely realistic perspective on the practice of design today. His design and architecture firm, Lockard Creative, is located in Kentfield, California, just north of San Francisco.

*"I have worked with many gifted designers and architects, but none more creative and capable ... *The Nature of Design* reflects Lockard's rare ability to blend innovation and aesthetics with practicality."*

—D.J. Marini, former General Manager,  
Lucasfilm Ltd.

*"Scott Lockard's work is astonishing. This book is a 'must read' for seasoned architects and urban designers ... Likewise, those who aspire to a career in the unique and seemingly mysterious world of design will find answers and guidance which can help shape their way forward in their quest for a meaningful role in the business of architecture and design."*

—Gordon Linden, author of *The Expo Book*,  
former Project Manager, Bechtel