

	<div>primary instrumentalisation</div> <div>Functionalisation</div> <div>abstracted modes of design analysis and operation</div>	<div>secondary instrumentalisation</div> <div>Realisation</div> <div>applied design priorities, agendas and processes</div>
<div>objectification</div> <div>nature put to use</div>	<div>Decontextualisation</div> <div>raw materials reconstituted as ‘isolated’ technical objects</div> <div>nature fragmented into individual and technically useful products</div>	<div>Systemisation</div> <div>combining and embedding of objects into the human and natural environment</div> <div>isolation of objects compensated for by design synergies and flexibilities</div>
	<div>Reductionism</div> <div>technical products defined by their primary qualities eg cost, efficiency</div> <div>objects stripped of technically useless qualities to facilitate universal application</div>	<div>Mediation</div> <div>ethical and aesthetic mediations supply object with secondary qualities that</div> <div>embed it within a new social and physical context</div>
<div>subjectification</div> <div>person acting</div>	<div>Automisation</div> <div>mental and physical disconnection between design and its effects</div> <div>separation of subject (designer or user) from object</div>	<div>Vocation</div> <div>vocational investment of actors in their tools and actions</div> <div>subject as deeply embedded as the object</div>
	<div>Positioning</div> <div>adherence to technical ‘obedience’ and distinct professional boundaries</div> <div>strategic positioning of designers to deliver expert knowledge (top-down)</div>	<div>Initiative</div> <div>creative appropriation and social development of technology (collegiality)</div> <div>improvisation and tactical free play of technical actors and users</div>