Abstract: Software engineering researchers and practitioners have long had an uncertain and uneasy relationship with design. It is acknowledged that software design is critical and major strides have been made in advancing the discipline, but we all are keenly aware that something “just is not quite right” and that design remains one of the least-understood aspects of software engineering. This paper contributes the DESIGN DIAMOND, a new framework that examines software design from the novel perspective of the individual software designer. Taking this perspective turns the DESIGN DIAMOND into an unbiased instrument to view software design and allows us to compare the ways in which software design is typically positioned, evaluate the field’s contributions to date in supporting the practice of software design, and lay out a comprehensive research agenda for improving the state of the art.