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This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research, and how to apply it to design work. About the Author Associate Professor Jennifer Visocky O'Grady is a graduate of the Kent State University Visual Communication Design program (B.S., & M.F.A.), and has been teaching at Cleveland State since the spring of 1999.

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Visocky O'Grady, Jennifer is the author of 'A
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Paperback – Illustrated, July 1, 2017 by Jenn Visocky
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Doing research can make all the difference between a great design and a good design. By engaging in competitive intelligence, customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all ...

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Their first book, A Designer ' s Research Manual, returns to the idea that the role of graphic designers is not just to create pretty or visually interesting artifacts but to solve problems using a process that we call design. A Designer ' s Research Manual might provide the antidote to design that pleases designers themselves more than their audience. Over the course two hundred pages, the book provides a foundation for understanding the role of design and how research informs design outcomes.

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Doing research can make all the difference between a great design and a good design. By engaging in competitive intelligence, customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all good design work. This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research,

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The world needs beautiful design. But aesthetics are inherently subjective. In *Design Currency*, authors Jenn

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and Ken Visocky O'Grady show you how to frame the value of your design work in terms that your business partners will both understand and respect. An actionable resource, Design Currency empowers you to do your job with less pushback on aesthetic decisions, encourages earlier involvement in the creation process, and makes it easier for you to justify your fees. For a designer, understanding how your work creates value is essential to growing your business and building better, more profitable relationships. Those relationships are easier to initiate, establish, and retain when you can clearly explain how your capabilities meet your client's needs. This book shows you how to do exactly that. In Design Currency, you will learn how

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to: Leverage traditional design skills in new ways
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yourself as a partner in the development process
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getting crowd-sourced or out-sourced Generate
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Design is everywhere. It influences how we live, what we wear, how we communicate, what we buy, and how we behave. To design for the real world and define strategies rather than just implement them, you need to learn how to understand and solve complex, intricate and often unexpected problems. Research for

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Designers is the guide to this new, evidence-based creative process for anyone doing research in Design Studies or looking to develop their design research skills. The book: Takes an organized approach to walking you through the basics of research. Highlights the importance of data. Encourages you to think in a cross-disciplinary way. Including interviews with 10 design experts from across the globe, this guide helps you put theory into practice and conduct successful design research.

How the tools of design research can involve designers more directly with objects, products and services they design; from human-centered research methods to

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formal experimentation, process models, and application to real world design problems. The tools of design research, writes Brenda Laurel, will allow designers "to claim and direct the power of their profession." Often neglected in the various curricula of design schools, the new models of design research described in this book help designers to investigate people, form, and process in ways that can make their work more potent and more delightful. "At the very least," Peter Lunenfeld writes in the preface, "design research saves us from reinventing the wheel. At its best, a lively research methodology can reinvigorate the passion that so often fades after designers join the profession." The goal of the book is to introduce

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designers and the many research tools that can be used to inform design as well as to ideas about how and when to deploy them effectively. The chapter authors come from diverse institutions and enterprises, including Stanford University, MIT, Intel, Maxis, Studio Anybody, Sweden's HUMlab, and Big Blue Dot. Each has something to say about how designers make themselves better at what they do through research, and illustrates it with real world examples—case studies, anecdotes, and images. Topics of this multi-voice conversation include qualitative and quantitative methods, performance ethnography and design improvisation, trend research, cultural diversity, formal and structural research practice, tactical discussions of

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