Graphic Design Thinking (Design Briefs)
Creativity is more than an inborn talent; it is a hard-earned skill, and like any other skill, it improves with practice. Graphic Design Thinking: How to Define Problems, Get Ideas, and Create Form explores a variety of informal techniques ranging from quick, seat-of-the-pants approaches to more formal research methods for stimulating fresh thinking, and ultimately arriving at compelling and viable solutions. In the style with which author Ellen has come to been known hands-on, up-close approach to instructional design writing brainstorming techniques are grouped around the three basic phases of the design process: defining the problem, inventing ideas, and creating form. Creative research methods include focus groups, interviewing, brand mapping, and co-design. Each method is explained with a brief narrative text followed by a variety of visual demonstrations and case studies. Also included are discussions with leading professionals, including Art Chantry, Ivan Chermayeff, Jessica Helfand, Steven Heller, Abott Miller, Christoph Niemann, Paula Scher, and Martin Venezky, about how they get ideas and what they do when the well runs dry. The book is directed at working designers, design students, and anyone who wants to apply inventive thought patterns to everyday creative challenges.

Book Information

Series: Design Briefs
Paperback: 184 pages
Publisher: Princeton Architectural Press; 1 edition (July 27, 2011)
Language: English
ISBN-10: 1568989792
Product Dimensions: 7.2 x 0.5 x 8.8 inches
Shipping Weight: 1 pounds (View shipping rates and policies)
Average Customer Review: 4.3 out of 5 stars 35 customer reviews
Best Sellers Rank: #7,246 in Books (See Top 100 in Books) #25 in Arts & Photography > Graphic Design > Techniques

Customer Reviews

"Graphic Design Thinking explores a variety of techniques from quick, seat-of-the-pants approaches to more formal research methods for stimulating fresh thinking and solving design problems. Brainstorming techniques are grouped around the three main phases of the design process: defining problems, getting ideas, and creating form. Visual demonstrations and case studies show
the design processes and solutions at work." --grainedit.com, July 28, 2011

"Put down that beach read and get a headstart on autumnal productivity with Graphic Design Thinking: Beyond Brainstorming (Princeton Architectural Press), the hot-off-the-presses, fully illustrated guide to creativity by Ellen Lupton. The writer, curator, designer and educator guides readers through techniques ranging from rapid-fire strategies for defining design problems to formal research methods that yield fresh ideas. Lupton’s creativity boot camp includes ample visual demonstrations and case studies that demonstrate the design processes and solutions at work. Pick up a copy today and hit the ground running (and creating) after Labor Day." --liquidtreat.com, August 5, 2011

"Adds the crucial final step of making forms to complete the design process... Beyond Brainstorming will appeal to anyone who understands they don't have to sit and wait for inspiration. These creative methods can loosen up thinking practices and inspire imagination." --Communication Arts, September 2011

It came exactly how i wanted it, thank you

Had to have this book for my Graphic Design course and it is a pretty interesting book and the delivery was super fast.

I bought this for school. It was okay.

Good ideation book

Great to guide you through the difficult road of creativity, very nice and inspirational. And if it’s edited by Ellen Lupton, then you can be certain it’s a good book!

Great condition ! Awesome price !

Still trying to get the most out of this book after being a designer for 20 years.

Great insight and valuable resource. Had to get the follow-up to "thinking with type". Highly recommended by instructors and got both for the price on one.

Download to continue reading...

Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics
for Beginners, Save Time and Jump Start Your Success (graphic design beginner, design skills)
Positive Thinking: 50 Positive Habits to Transform you Life: Positive Thinking, Positive
Thinking Techniques, Positive Energy, Positive Thinking,, Positive ...
Positive Thinking Techniques
Book 1) Graphic Design Thinking (Design Briefs) CRITICAL THINKING: A Beginner’s Guide To
Critical Thinking, Better Decision Making, And Problem Solving !
(critical thinking, problem solving, strategic thinking, decision making)
Casenote Legal Briefs for Antitrust, Keyed to Pitofsky, Goldschmid, and Wood (Casenote Legal Briefs Series)
Casenotes Legal Briefs Antitrust Law: Keyed to Sullivan & Hovencamp 6e (Casenote Legal Briefs)
Casenotes Legal Briefs: Contracts Keyed to Crandall & Whaley, Sixth Edition (Casenote Legal Briefs)
Casenotes Legal Briefs: Business Organizations Keyed to Klein, Ramseyer & Bainbridge, Eighth Edition (Casenote Legal Briefs)
Casenotes Legal Briefs: Contracts, Keyed to Ayres & Klass, Eighth Edition (Casenote Legal Briefs)
Casenotes Legal Briefs: Civil Procedure Keyed to Yeazell, Eighth Edition (Casenote Legal Briefs)
Casenotes Legal Briefs: Contracts Keyed to Calamari, Perillo, Bender & Brown, 6th Edition (Casenote Legal Briefs)
Casenotes Legal Briefs: Property, Keyed to Singer, Berger, Davidson, and Penalver (Casenote Legal Briefs)
Casenotes Legal Briefs: Torts, Keyed to Epstein & Sharkey, Tenth Edition (Casenote Legal Briefs)
Casenote Legal Briefs for Torts, Keyed to Goldberg Sebok and Ziprusky (Casenote Legal Briefs Series)
Casenotes Legal Briefs: Commercial Law, Keyed to Warren & Walt, 8th Edition (Casenote Legal Briefs)
Casenotes Legal Briefs: Contracts, Keyed to Barnett, Fifth Edition (Casenote Legal Briefs)
Casenote Legal Briefs for International Law, Keyed to Damrosch, Henkin, Murphy, and Smit (Casenote Legal Briefs Series)
Casenote Legal Briefs for Copyright Law Keyed to Cohen, Loren, Okediji and Orourke (Casenote Legal Briefs Series)
Casenotes Legal Briefs: Taxation, Keyed to Klein, Bankman, Shaviro, & Stark, Sixteenth Edition (Casenote Legal Briefs)

Contact Us
DMCA
Privacy
FAQ & Help