



Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions (Hardback)

By Bruce Hanington, Bella Martin

Rockport Publishers Inc., United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. Universal Methods of Design is an immensely useful survey of research and design methods used by today s top practitioners, and will serve as a crucial reference for any designer grappling with really big problems. This book has a place on every designer s bookshelf, including yours! --David Sherwin, Principal Designer at frog and author of Creative Workshop: 80 Challenges to Sharpen Your Design Skills Universal Methods of Design is a landmark method book for the field of design. This tidy text compiles and summarizes 100 of the most widely applicable and effective methods of design--research, analysis, and ideation--the methods that every graduate of a design program should know, and every professional designer should employ. Methods are concisely presented, accompanied by information about the origin of the technique, key research supporting the method, and visual examples. Want to know about Card Sorting, or the Elito Method? What about Think-Aloud Protocols? This book has them all and more in readily digestible form. The authors have taken away our excuse for not using the right method for the job, and in so doing have elevated its readers...



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