



## Design Thinking for Visual Communication

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# Design Thinking for Visual Communication

*Gavin Ambrose*

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184 pages

Présentation de l'éditeur

How do you start a design project? How can you generate ideas and concepts in response to a design brief? How do other designers do it? This book will answer all these questions and more. Now in its second edition, the highly popular *Design Thinking for Visual Communication* identifies methods and thought processes used by designers in order to start the process that eventually leads to a finished piece of work. Step-by-step guidance for each part of the process is highlighted by real-life case studies, enabling the student to see teaching in practice. This focus on ideas and methods eschews an abstract, academic approach in favour of a useable approach to design as a problem-solving activity. The new edition now includes contributions from a broader international range of design practices and adds depth to existing case studies by looking in greater detail at some of the processes used. **Biographie de l'auteur**

**Gavin Ambrose** teaches at Brighton University, UK. He is a graphic designer, and author and designer of books on branding, packaging, and editorial design.

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