THE DESIGN METHOD: A PHILOSOPHY AND PROCESS FOR FUNCTIONAL VISUAL COMMUNICATION



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The Design Method: A Philosophy and Process for Functional Visual Communication

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I really wanted to love this book, but I wasn't really its target audience. As a graphic design teacher, I might consider recommending this book to students interested in starting their own design studio (particularly a small commercial studio looking to establish a strong client base with long term contracts). But as a freelance designer,...