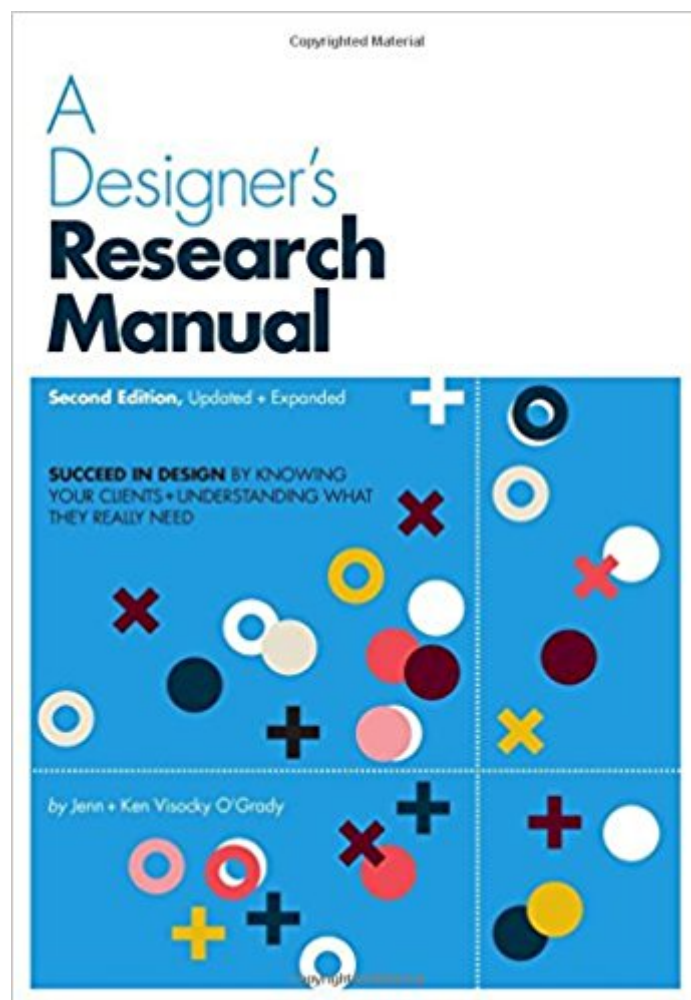




The book was found

# A Designer's Research Manual, 2nd Edition, Updated And Expanded: Succeed In Design By Knowing Your Clients And Understanding What They Really Need





## Synopsis

Good information gives designers a competitive advantage. Understanding the wishes of a client and the needs and preferences of their audience drives innovation. The ability to gather research, analyze findings, and apply them to project goals is as important to successful design teams as their conceptual and aesthetic skills. This essential handbook will help readers understand what design research is and why it is necessary, outline proven techniques and methods, and explain how to incorporate them into any creative process. A Designer's Research Manual was one of the first books to apply research practices to the benefit of visual communication designers. This long awaited second edition follows more than a decade of active use by practitioners, design educators, and students around the world. Comprehensively updated, A Designer's Research Manual second edition includes:

- Over 25 proven research strategies and tactics
- Added content about planning research, analyzing results, and integrating research into the design process
- Suggestions for scaling research for any project, timeline, or budget
- All new in-depth case studies from industry leaders, outlining strategy and impact
- Updated images, illustrations, and visualizations
- Quick Tips for rapid integration of research concepts into your practice

## Book Information

Paperback: 208 pages

Publisher: Rockport Publishers; 2 Rep Upd edition (July 1, 2017)

Language: English

ISBN-10: 1631592629

ISBN-13: 978-1631592621

Product Dimensions: 6.8 x 0.6 x 9.8 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 3 customer reviews

Best Sellers Rank: #44,223 in Books (See Top 100 in Books) #39 in Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #123 in Books > Arts & Photography > Graphic Design > Commercial

## Customer Reviews

Jenn and Ken Visocky O'Grady are authors, designers, and educators whose work has been featured in numerous books and creative industry publications. Jenn is a professor at Cleveland State University, a public research university where for nearly two decades she has dedicated herself to providing access and opportunity to a diverse group of aspiring creatives. She has also

served on the board of directors for AIGA, the professional association for design. Ken is a professor and coordinator of the graduate program at the School of Visual Communication Design at Kent State University. His coursework focuses on design thinking and research-driven design practices. He has served on the AIGA Design Educators Community (DEC) steering committee. The couple have co-authored three internationally distributed books, Design Currency, The Information Design Handbook, and A Designers Research Manual, that strive to make academic concepts approachable while celebrating the power, impact, and potential of good design. They also present workshops and lectures at creative industry events, and are committed to promoting the value of design to external audiences. You can learn more at [visockygrady.com](http://visockygrady.com)

Moving my company to the next level and this book helps me explain the research process to clients. A good read for newbies and experienced people alike.

Fundamental reading for taking your design practice to the next level. Accessible, informative, practical.

An essential for every designer's library!

[Download to continue reading...](#)

A Designer's Research Manual, 2nd edition, Updated and Expanded: Succeed in design by knowing your clients and understanding what they really need What He REALLY Means When He Says | - The Ultimate Guide to Understanding Men, Knowing What They REALLY Think and How to Read Their Minds in Every Situation Design Elements, 2nd Edition: Understanding the rules and knowing when to break them - Updated and Expanded Understanding Girls with ADHD, Updated and Revised: How They Feel and Why They Do What They Do The Non-Designer's Design Book (Non Designer's Design Book) From Zero to Sixty on Hedge Funds and Private Equity: What They Do, How They Do It, and Why They Do The Mysterious Things They Do They Hurt, They Scar, They Shoot, They Kill: Toxic Characters in Young Adult Fiction (Studies in Young Adult Literature) Wow Your Clients: How To Land Clients And Build Long-Lasting Relationships The 4-Hour Workweek, Expanded and Updated: Expanded and Updated, With Over 100 New Pages of Cutting-Edge Content. The Architecture Of Light (2nd Edition): A textbook of procedures and practices for the Architect, Interior Designer and Lighting Designer. The Employee Experience Advantage: How to Win the War for Talent by Giving Employees the Workspaces they Want, the Tools they Need, and a Culture They Can Celebrate High Paying Clients for Life: A Simple Step By

Step System Proven To Sell High Ticket Products And Services (Selling Services: How to sell anything to ... and How to Get Clients for Life Book 1) The Irresistible Consultant's Guide to Winning Clients: 6 Steps to Unlimited Clients & Financial Freedom How to Turn Clicks Into Clients: The Ultimate Law Firm Guide for Getting More Clients Through the Internet What They Don't Teach You In Business School: Real-World Sales And Service Skills You Need To Win And Wow Clients! Poor People's Movements: Why They Succeed, How They Fail Ten Skills You Really Need to Succeed in College Knowing Jesus Through the Old Testament (Knowing God Through the Old Testament Set) Succeed with Senior Clients: A Financial Advisor's Guide to Best Practices Research Methods for Social Work: Being Producers and Consumers of Research (Updated Edition) (2nd Edition) (Connecting Core Competencies)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)