



The Pocket Universal Principles of Design: 150 Essential Tools for Architects, Artists, Designers, Developers, Engineers, Inventors, and Managers (Paperback)

By William Lidwell

Quarry Books, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book. Whether a website, marketing campaign, museum exhibit, a video game or a complex control system, the design we see is the culmination of many concepts and practices brought together from a variety of disciplines. Now, there s a handy travel companion for any designer, so that you always have the essentials at your fingertips. Portable, condensed, and armed with 150 principles, Universal Principles of Design, Pocket Edition is like a Swiss Army knife of design knowledge. Richly illustrated and easy to navigate, it pairs critical need-to-know design knowledge with visual examples of the principles applied in practice. An indispensable field reference for designers of all types, this pocket edition of the best-selling Universal Principles of Design will sharpen your design thinking and expand your sense of the possible.



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