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Design School: Layout is an instructive guide for students, recent graduates, and self-taught designers. It provides a comprehensive introduction to creating and changing layouts: a crucially important skill that underpins practically every aspect of graphic design. You'll get in-depth analysis of all the major areas of theory and practice used by experienced professional designers. Each section provides explanation and visual examples of grid systems and in-depth discussion of compositional principles and strategies. The text is interspersed with tests designed to help you retain key points

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you've covered in the preceding spreads, and includes illustrations sections with real world scenarios. This in-depth guide avoids the temptation to stray into other areas of design technique, preferring to cover the essential, detailed skills of the professional graphic designer to arm you with the knowledge needed for a successful start to your chosen career.

It's not enough to design a website that looks nice. What's the story? Why is that header green? Why is that icon shaped like a fish? Designing for the web is not just about fancy layouts, the latest CSS3 or HTML5 or UX technique. Great web experiences tell a great story, and Designing

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The Invisible will give you the tools to help you do it. From how to apply colour to tell the right story, through to using the right words, this book details the basics of building great web experiences.

Many businesses are based on creating desirable experiences, products and services for users. However in spite of this, companies often fail to consider the end user - the customer - in their planning and development processes. As a result, organizations find themselves spending huge sums of money creating products and services that, quite simply, don't work. User experience research, also known as UX research, focuses on

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Understanding user behaviours, needs and motivations through a range of observational techniques, task analysis and other methodologies. User Research is a practical guide that shows readers how to use the vast array of user research methods available. Covering all the key research methods including face-to-face user testing, card sorting, surveys, A/B testing and many more, the book gives expert insight into the nuances, advantages and disadvantages of each, while also providing guidance on how to interpret, analyze and share the data once it has been obtained. Ultimately, User Research is about putting natural powers of observation and conversation to

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Use in a specific way. The book isn't bogged down with small, specific, technical detail - rather, it explores the fundamentals of user research, which remain true regardless of the context in which they are applied. As such, the tools and frameworks given here can be used in any sector or industry, to improve any part of the customer journey and experience; whether that means improving software, websites, customer services, products, packaging or more.

Designing experiences for humans requires balancing many needs, including business, behavior, technology, and aesthetics. The Practical Guide to Experience Design focuses on the

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entire process of design from research and discovery to actual production and choreography of an experience. Design and strategy consultant Shannon E. Thomas leads the reader through the process in four phases: discovering, defining, refining, and building. Each chapter covers a single methodology, providing insight via detailed descriptions, step-by-step guidance, and high-fidelity examples. The book can either be read front to back or by following along with one of the sample designs. With an emphasis on empowering the reader to find the most appropriate method based on context and desired outcome, goal-oriented descriptions help readers understand the big

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picture of how design processes work together and inform each other. Whether you're well versed in the field of experience design or just getting started, this book will support you in your practice as you make decisions, influence stakeholders, and bring experiences to life.

Inclusive design not only ensures that products, services, interfaces and environments are easier to use for those with special needs or limitations, but in doing so also makes them better for everyone. Design for Inclusivity, written by a team that has pioneered inclusive design practice internationally, reviews the recent social trends and pressures that have pushed this subject to the fore, and

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assesses design responses to date in an international context. The authors make the business case for inclusive design and explain the formalisation of the approach in standards and legislation. The text includes case studies which describe transport, product development, IT and service projects, as well as industry-university collaborative projects, and highlights lessons that have been learned. This is very much a practical book. It offers tools, techniques, guidelines and signposts for the reader to key resources, as well as including advice on research methods, and working with users and industry partners.

The ability to cope with change is

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an ever more essential strategic capability; change is occurring on every side with those who cannot respond rapidly being overhauled by their competitors. However, modern organisations are complex, and increasingly, change initiatives affect many different, interrelated parts of the business ? processes, people, organisation and structure, IT and culture. Change is happening in so many areas at once that some organisations face overload. Designing for Change shows how to achieve change in a controlled and coordinated manner by designing the core processes within an enterprise and using those designs to drive the change activities through to completion. The book is firmly rooted in the

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Practical steps necessary to move from theory to implementation and shows how to take the new designs forward to specify and develop new organisational structures, people capabilities and IT systems brings clarity to the much-hyped concept of process, using familiar terms and concepts to show how to convert designs and intentions into realities presents a flexible framework which can be adapted for particular environments and organisations provides pragmatic advice for coping with the realities of change resistance, selecting and motivating the change team, managing complexity, communication, culture change and winning the commitment of those involved.

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Designing for Change stems from Colin Bainbridge's hands-on project experience. The book is presented in such a way that those responsible for a particular aspect of change ? whether HR, IT or line management ? are able to understand the context of their work within the overall change initiative.

This book offers a practical introduction to expert systems and is designed not only for computer programmers but for all those who want to know how expert systems are structured and what they can do.

This new edition of Nick Moore's highly successful How to do Research offers an accessible

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guide to the complete research process. It focuses on the day-to-day requirements of project, managing a piece of research right through from the formulation of the initial idea, to the development of a research proposal and then to the writing up and disseminating of results. Updated throughout, it also contains new and expanded sections on in-house research; the use of sub-contractors and market-research companies; the use of the internet as a research tool; and ethical issues. The book provides practical help and guidance to anyone undertaking academic or social research, whether through work or study. Part One of the book follows a step-by-step guide to the

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research process itself: develop the research objectives; design and plan the study; write the proposal; obtain financial support for the research; manage the research; draw conclusions and make recommendations; write the report; □ disseminate the results. Part Two offers an introduction to some of the more common research methods, and takes the reader through the processes of collecting and analysing data, including sampling, surveys, interviewing, focus groups and capturing data. Readership: This book offers a wealth of invaluable guidance to both new and experienced researchers, presented in a clear, simple style. It is ideal for professionals undertaking

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research and the evaluation of services; for undergraduate and postgraduate students undertaking dissertations and other research projects; and as an introductory text on research methods courses in any social science discipline.

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