

Exposing The Magic Of Design A Practitioners Guide To The Methods And Theory Of Synthesis Human Technology Interaction Series

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Exposing The Magic Of Design

An excellent book that provides what most books don't: theory and principles backed up by practical examples and clear guidance on how to execute. It's a book for those who not only want to understand but want to do. "Exposing the Magic of Design" will help those who want to create design-centric organizations and lead their industries.

Amazon.com: Exposing the Magic of Design (Human Technology ...

Jon is the author of four books: Thoughts on Interaction Design, published by Morgan Kaufmann, Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis, published by Oxford University Press, Wicked Problems: Problems Worth Solving, published by Austin Center for Design, and Well Designed: How to use Empathy to Create Products People Love, published by Harvard Business Review Press.

Exposing the Magic of Design: A Practitioner's Guide to ...

Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis. by Jon Kolko (Goodreads Author) 4.04 · Rating details · 174 ratings · 16 reviews. As the world deals with increasing complexity -- in issues of sustainability, finance, culture and technology -- business and governments are searching for a form of problem solving that can deal with the unprecedented levels of ambiguity and chaos.

Exposing the Magic of Design: A Practitioner's Guide to ...

The opening chapters introduce the "art" of interface design by exposing the analytical methods behind designs, the most common graphical forms, and how these methods and forms are pulled together to create a complete design. The book then incorporates case studies that further emphasize techniques and results.

Exposing the Magic of Design: A Practitioner's Guide to ...

Exposing the Magic of Design. A Practitioner's Guide to the Methods and Theory of Synthesis. Jon Kolko. Human Technology Interaction Series. Description. As the world grows increasingly complex--in issues of sustainability, culture, and technology--businesses and governments are searching for a form of problem solving that can effectively respond to unprecedented levels of ambiguity and disorder.

Exposing the Magic of Design - Jon Kolko - Oxford ...

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This is a sample chapter from Jon Kolko's forthcoming book, Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis. 2010 Oxford University Press.

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Exposing the Magic of Design fits perfectly into a long-empty slot on the bookshelves of practitioners and students. His theory of synthesis will engage your brain six ways from Sunday, while the practical, actionable methods will change your process immediately.

Exposing the Magic of Design: A Practitioner's Guide to ...

Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis (Human Technology Interaction) Jon Kolko As the world deals with increasing complexity -- in issues of sustainability, finance, culture and technology -- business and governments are searching for a form of problem solving that can deal with the unprecedented levels of ambiguity and chaos.

Exposing the Magic of Design: A Practitioner's Guide to ...

Design synthesis is a way of thinking about complicated, multifaceted problems of this scale with a repeatable degree of success. Design synthesis methods can be applied in business, with the goal of producing new and compelling products and services, and they can be applied in government, with the goal of changing culture and bettering society.

Exposing the Magic of Design: A Practitioner's Guide to ...

Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis - Ebook written by Jon Kolko. Read this book using Google Play Books app on your PC, android, iOS devices.

Exposing the Magic of Design: A Practitioner's Guide to ...

Exposing the Magic of Design: A Practitioner's Guide to the Methods and Theory of Synthesis Human Technology Interaction Series: Amazon.es: Kolko, Jon: Libros en idiomas extranjeros

Exposing the Magic of Design: A Practitioner's Guide to ...

Exposing the Magic of Design is blunt, direct, serious and self-assured. At less than 200 pages and full of diagrams, processes and methods, Kolko certainly didn't have time for any hand-holding. In this era of easy distraction, Exposing the Magic 's interaction design requires complete attention. Perhaps that's the way the author meant it.

Book Review: Exposing the Magic of Design, by Jon Kolko ...

Exposing the Magic of Design fits perfectly into a long-empty slot on the bookshelves of practitioners and students. His theory of synthesis will engage your brain six ways from Sunday, while the practical, actionable methods will change your process immediately. We have needed this book!

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