

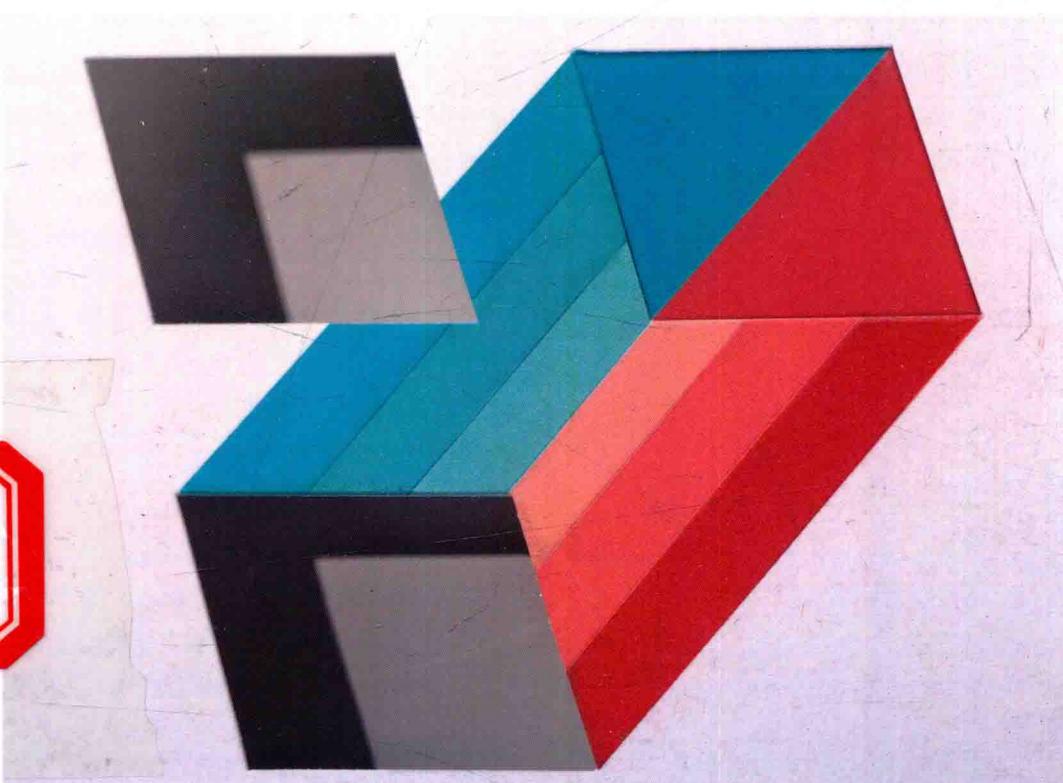
**BASICS**

**DESIGN**

Gavin Ambrose  
Paul Harris

# DESIGN THINKING FOR VISUAL COMMUNICATION

Second Edition



B L O O M S B U R Y

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**Fairchild Books**

An imprint of Bloomsbury Publishing Plc

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LONDON • NEW DELHI • NEW YORK • SYDNEY

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Ambrose, Gavin and Harris, Paul

Design Thinking for Visual Communication 2e

includes glossary and index

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Printed and bound in China

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This poster, created by Futro, appropriates a famous fast-food logo and adapts it to the context of organized religion by making it appear like a church building or bishop's mitre. The appropriation transfers the fast-food brand characteristics and color scheme to the new context and implies that organized religion is akin to a massive global brand with great marketing muscle. The design questions how people view both large corporations and religion.

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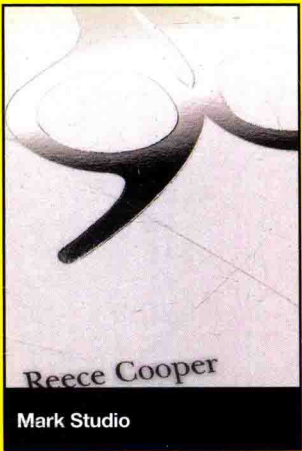
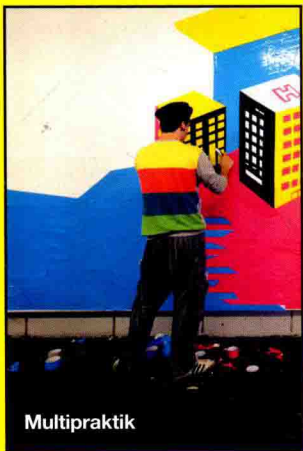
**Design thinking:** Choice of photographs to echo the message being conveyed by the design



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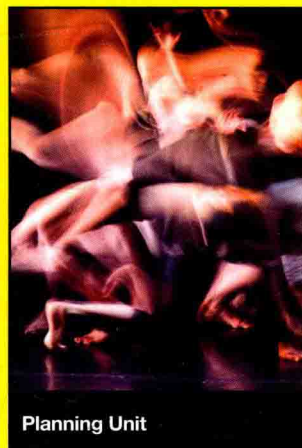
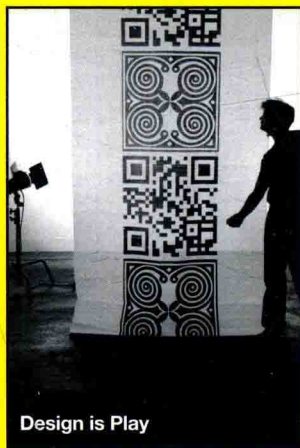
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<b>Stages of thinking</b>	<b>10</b>	<b>Research</b>	<b>32</b>	<b>Idea generation</b>	<b>48</b>
Stage 1 – Define	12	Identifying drivers	34	Basic design	
Stage 2 – Research	16	Information gathering	36	directions	50
Stage 3 – Ideate	18	Target groups	40	Questions and	
Stage 4 – Prototype	20	Samples and		answers	52
Stage 5 – Select	22	feedback	42	Themes of thinking	54
Stage 6 – Implement	24	Industry view:		Inspiration and	
Stage 7 – Learn	26	Tanner Christensen	44	references	58
Industry view:				Brainstorming	60
NB Studio	28			Value	64
				Inclusion	68
				Sketching	70
				Industry view:	
				Planning Unit	72





## **Refinement 76**

Thinking in images	78
Thinking in signs	80
Appropriation	90
Humor	94
Personification	96
Visual metaphors	98
Modification	100
Thinking in words	104
Type 'faces'	106
Thinking in shapes	108
Thinking in color	114
Thinking in technology	120
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Developing designs	130
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Scale	166
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<b>Exercises</b>	<b>176</b>
<b>Glossary</b>	<b>188</b>
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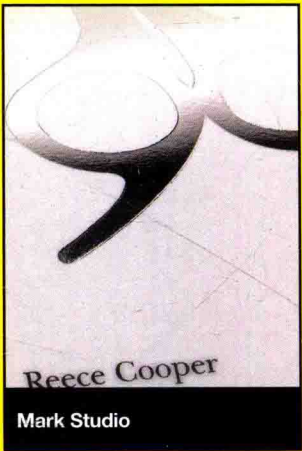
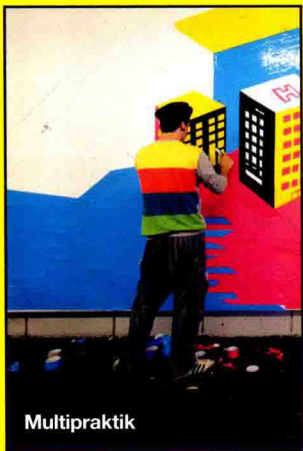
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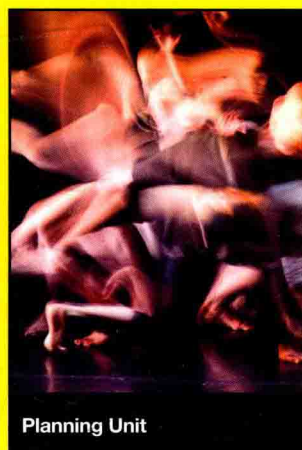
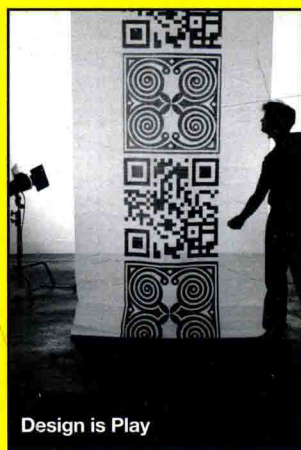
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