

Digital Design Theory: Readings from the Field (Design Briefs)

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Digital Design Theory bridges the gap between the discourse of print design and interactive experience by examining the impact of computation on the field of design. As graphic design moves from the creation of closed, static objects to the development of open, interactive frameworks, designers seek to understand their own rapidly shifting profession. Helen Armstrong's carefully curated introduction to groundbreaking primary texts, from the 1960s to the present, provides the background necessary for an understanding of digital design vocabulary and thought.

Accessible essays from designers and programmers are by influential figures such as Ladislav Sutnar, Bruno Munari, Wim Crouwel, Sol LeWitt, Muriel Cooper, Zuzana Licko, Rudy VanderLans, John Maeda, Paola Antonelli, Luna Maurer, and Keetra Dean Dixon. Their topics range from graphic design's fascination with programmatic design, to early strivings for an authentic digital aesthetic, to the move from object-based design and to experience-based design. Accompanying commentary assesses the relevance of each excerpt to the working and intellectual life of designers.

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Digital Design Theory: Readings from the Field (Design Briefs) From imusti Bibliography

- Sales Rank: #189903 in Books
- Brand: imusti
- Published on: 2016-06-07
- Released on: 2016-06-07
- Original language: English
- Number of items: 1
- Dimensions: 8.75" h x .50" w x 7.25" l, .86 pounds
- Binding: Paperback
- 152 pages

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Editorial Review

Review
"...this survey text provides an ample foundation on which to get one's footing and it would be equally useful on the reference shelf and in the classroom." - Creative Applications

"Whether you were present at the birth of computer design or have never been without electronics in your creative life, this chronicle is an excellent resource for you to delve into the ideas and achievements of digital design." -Communication Arts

About the Author
Helen Armstrong views design from across the spectrum of a practicing designer, a college professor and a published author. She is an Associate Professor of Graphic Design at North Carolina State University. In addition to teaching, Armstrong works as principle of her company. Strong Design. Her clients have included Johns Hopkins, T. Rowe Price, US internetworking and Euler ACI. Her work has been recognized by *Print and How Magazineand highlighted in several design publications. She currently serves on the editorial board of Design and Culture and is a past co-chair of the AIGA Design Educators Community Steering Committee. Armstrong authored Graphic Design Theory: Readings from the Field (Princeton Architectural Press, 2009) and co-authored Participate: Designing with User-Generated Content (Princeton Architectural Press, 2011) with Zvezdana Stojmirovic. Her upcoming book Digital Design Theory: Essential Texts for the Graphic Designer will be available spring 2016. This new collection will explore works by both designers and programmers, examining the two threads of discourse--design and computation--that have rapidly merged to define contemporary graphic design.*

Users Review

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