

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

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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.

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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 ...

Simply, this text is intended to act as a practitioner's guide to exposing the magic of design. There are three simple goals for this text. The first goal is to present a theory of design synthesis in a simple and concise manner.

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

exposing the magic of design Published on Apr 15, 2012 Exposing the Magic of Design Oxford Series in Human- Technology Interaction Exposing the Magic of Design A Practitioner's Guide to the ...

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In both contexts, however, there is a need for speed and for aggressive action. This text is immediately relevant, and is more relevant than ever, as we acknowledge and continually reference a feeling of an impending and massive change. Simply, this text is intended to act as a practitioner's guide to exposing the magic of design.

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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 ...

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! Steve Portigal Principal, Portigal Consulting

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Exposing the Magic of Design (2023)

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