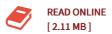




Design: A Very Short Introduction (Paperback)

By John Heskett

Oxford University Press, United Kingdom, 2005. Paperback. Condition: New. Language: English. Brand new Book. John Heskett wants to transform the way we think about design by showing how integral it is to our daily lives, from the spoon we use to eat our breakfast cereal, and the car we drive to work in, to the medical equipment used to save lives. Design combines 'need' and 'desire' in the form of a practical object that can also reflect the user's identity and aspirations through its form and decoration. This concise guide to contemporary design goes beyond style and taste to look at how different cultures and individuals personalize objects. Heskett also reveals how simple objects, such as a toothpick, can have their design modified to suit the specific cultural behaviour in different countries. There are also fascinating insights into how major companies such as Nokia, Ford, and Sony approach design. Finally, the author gives us an exciting vision of what design can offer us in the future, showing in particular how it can humanize new technology. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect...



Reviews

An exceptional pdf and the typeface utilized was fascinating to read through. It can be writter in straightforward words and phrases instead of confusing. I am just quickly could possibly get a delight of looking at a written ebook.

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It in a single of the best book. This is for those who statte there had not been a well worth reading through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dr. Barney Robel Jr.