Master the art of linear perspective. If you're an animator, illustrator, comic book artist, game artist or anything in between, you need to be able to create images that accurately and realistically show space, dimension and form. Simplifying Perspective is the one and only guide that thoughtfully and clearly breaks down the principles of perspective into something that's easy to understand and use. With approachable lessons and clear visual step-by-step instruction, Robert Pastrana provides you with powerful techniques that help you turn a troubled drawing into a living, breathing, dimensional scene. With Simplifying Perspective, you'll never have to wade through dense, complex technical manuals again – this comprehensive guide to perspective is tailored specifically for artists who need to learn the ins and outs of one, two, and three-point perspective,
measuring, shadows, reflections, and more. Simplifying Perspective presents complex drawing concepts in an easy-to-follow, approachable manner so you can finally learn the essentials of perspective without the anticipated frustration. Provides clarity, depth, and a wealth of examples – this is your must-have guide to understanding and using linear perspective. Detailed visual instruction includes hundreds of color coded, step-by-step diagrams that allow you to easily follow the technical process of each construction. Comprehensive companion website includes additional resources on perspective with a range of work to help further your skills.

**Value Proposition Design**

Every kid worries about making friends at a new school, but when nine-year-old Bud accidentally catches the wrong bus and finds himself launched into deep space, new friends are the least of his problems! At Cosmos Academy, Bud learns that Earthlings are the most feared creatures in the galaxy, and even Earth’s location has been hidden! With the help of his new friend, Gort, Bud goes undercover as a Tenarian exchange student. Unfortunately that means everyone thinks he's a pro at anti-gravity Zero-Ball (even though he's really only a pro at watching sports). And with paranoid Principal Lepton threatening to expel any Earthlings (into outer space) and only Gort's hacked Blip computer to help them determine Earth's co-ordinates, will Bud ever find his way home?

**Sketching**

Character Sketch outlines a theory of costume rendering that explores how a designer conceptualizes and creates a character on the page. Beginning with how to develop a sense of character through active, gestural poses, this book explores and explains the process of drawing and painting from rough sketch to finished rendering. Helen Q. Huang 黃其智, an award-winning costume designer for more than 25 years, breaks down her process, from understanding body proportions and active poses to applying research and color concepts to renderings. Her step-by-step watercolor painting techniques cover mixing skin tones, blending colors, and applying paint in different methods for a variety of fabric textures and patterns.
Showcasing how to capture a character on the page, Character Sketch is a must-read for any costume designer looking to communicate their artistic vision.

**Construction Drawings and Details for Interiors**

About the Book: Written by three distinguished authors with ample academic and teaching experience, this textbook, meant for diploma and degree students of Mechanical Engineering as well as those preparing for AMIE examination, incorporates the latest st

**Machine Drawing**

Following the global success of Sketching, which has sold over 50,000 copies in two years, authors Koos Eissen and Roselien Steur will in 2011 be bringing out the sequel entitled Sketching: The Basics. In fact, prequel would be a better word for this new book, since it is aimed towards the novice designer. The Basics explains the rudiments of learning to draw both clearly and comprehensively using step by step illustrations, examples and strategies. You will learn to use and master the different techniques and also how to apply sketches in the design process. it is the perfect book for those just starting out in sketching, For the first years of art and design courses, and for those who wish to revise the basics of good sketching; it is a simple and efficient way of learning all you've ever wanted to know but have never had explained to you.

**Character Sketch**

Developing Your Design Process is your primary source for acquiring knowledge of how and why you design. It will help you understand how architects think as well as learn why you should educate yourself about design culture. You'll explore the spark of imagination that leads to a strong concept, realize the importance of sketching and rough drafts, focus your original concept to make your abstract idea visible, and finally step away for a moment to critically question your concept by identifying its strengths and weaknesses. You'll also be introduced to the language of
design, architectural terminology, historic precedents, and designers, in addition to the why, what, and how of the design process. The book is illustrated throughout with international examples of work by professionals and students in the discipline of architecture, and other related design professions.

**The Sibley Guide to Bird Life & Behavior**

Drawing activities, art instruction, and advice for artists and non-artists alike. Urban sketching--the process of drawing on the go as a regular practice--is a hot trend in the drawing world. It's also a practical necessity for creatively minded people in a busy world. In this aspirational guide, self-taught French artist France Belleville-Van Stone emboldens readers to craft a ritual of their own and devote more time to art, even if it's just 10 minutes a day. She offers motivation to move beyond the comfort zone, as well as instruction on turning rough sketches into finished work. Belleville Van-Stone learned how to draw through her own daily practice and knows first-hand how hard it is to find time to incorporate creativity into a busy life. She encourages and teaches us how to do it with advice and guidance such as: · An A-to-Z list of daily sketch prompts, from airports to bananas, faces to hands, meetings and workplaces · Tips on what drawing supplies you can and should have--and how to carry them around · Sections on accepting mistakes, drawing with limited resources, and redefining completion · Plusses and minuses of going digital, including apps, styluses, and brushes For those of us who dream of drawing in the minutes between school and work, bathtime and bedtime, and waking and walking out the door, the practical advice in Sketch! is a revelation. By sharing her own creative process, Belleville-Van Stone Sketch inspires artists both established and aspiring to rethink their daily practice, sketch for the pure joy of it, and document their lives and the world around them.

**The Art of the Storyboard**

With its tutorial-based approach, this is a practical guide to both hand- and computer-drawn design. Readers will learn to think three-dimensionally and build complex design ideas that are structurally sound and visually
clear. The book also illustrates how these basic skills underpin the use of computer-aided design and graphic software. While these applications assist the designer in creating physical products, architectural spaces and virtual interfaces, a basic knowledge of sketching and drawing allows the designer to fully exploit the software. Foundational chapters show how these technical skills fit into a deeper and more intuitive feeling for visualisation and representation, while featured case studies of leading designers, artists and architects illustrate the full range of different drawing options available. Hundreds of hand-drawn sketches and computer models have been specially created to demonstrate critical geometry and show how to build on basic forms and exploit principles of perspective to develop sketches into finished illustrations. There's also advice on establishing context, shading and realizing more complex forms.

**Data Sketches**

In Data Sketches, Nadieh Bremer and Shirley Wu document the deeply creative process behind 24 unique data visualization projects, and they combine this with powerful technical insights which reveal the mindset behind coding creatively. Exploring 12 different themes – from the Olympics to Presidents & Royals and from Movies to Myths & Legends – each pair of visualizations explores different technologies and forms, blurring the boundary between visualization as an exploratory tool and an artform in its own right. This beautiful book provides an intimate, behind-the-scenes account of all 24 projects and shares the authors’ personal notes and drafts every step of the way. The book features: Detailed information on data gathering, sketching, and coding data visualizations for the web, with screenshots of works-in-progression and reproductions from the authors’ notebooks Never-before-published technical write-ups, with beginner-friendly explanations of core data visualization concepts Practical lessons based on the data and design challenges overcome during each project Full-color pages, showcasing all 24 final data visualizations This book is perfect for anyone interested or working in data visualization and information design, and especially those who want to take their work to the next level and are inspired by unique and compelling data-driven storytelling.
Sketching Product Design Presentation

How do we create new ways of looking at the world? Join award-winning data storyteller RJ Andrews as he pushes beyond the usual how-to, and takes you on an adventure into the rich art of informing. Creating Info We Trust is a craft that puts the world into forms that are strong and true. It begins with maps, diagrams, and charts — but must push further than dry defaults to be truly effective. How do we attract attention? How can we offer audiences valuable experiences worth their time? How can we help people access complexity? Dark and mysterious, but full of potential, data is the raw material from which new understanding can emerge. Become a hero of the information age as you learn how to dip into the chaos of data and emerge with new understanding that can entertain, improve, and inspire. Whether you call the craft data storytelling, data visualization, data journalism, dashboard design, or infographic creation — what matters is that you are courageously confronting the chaos of it all in order to improve how people see the world. Info We Trust is written for everyone who straddles the domains of data and people: data visualization professionals, analysts, and all who are enthusiastic for seeing the world in new ways. This book draws from the entirety of human experience, quantitative and poetic. It teaches advanced techniques, such as visual metaphor and data transformations, in order to create more human presentations of data. It also shows how we can learn from print advertising, engineering, museum curation, and mythology archetypes. This human-centered approach works with machines to design information for people. Advance your understanding beyond by learning from a broad tradition of putting things “in formation” to create new and wonderful ways of opening our eyes to the world. Info We Trust takes a thoroughly original point of attack on the art of informing. It builds on decades of best practices and adds the creative enthusiasm of a world-class data storyteller. Info We Trust is lavishly illustrated with hundreds of original compositions designed to illuminate the craft, delight the reader, and inspire a generation of data storytellers.

Prototyping for Designers
"One of the best books of its kind, and at a good price."--Library Journal
From the bare essentials to complex, detail-filled pictures--that's where this complete drawing guide will take aspiring artists. These exercises go in gentle, easily-manageable steps, designed specifically to boost a beginner's confidence and minimize frustration during the learning process. Start out with only the most minimal equipment, and try basic first pencil strokes that provide a tension-free method for practicing shading. Move on to simple sketches of household items and exercises for achieving lighting effects. Practice perspective (carefully marked drawings with lines depicting the vanishing point show how), still lifes, and larger settings. Go outside to draw gardens filled with fruit and flowers, building exteriors, and eventually complete, beautiful landscapes.

The Back of the Napkin

UX design has traditionally been deliverables-based. Wireframes, site maps, flow diagrams, content inventories, taxonomies, mockups helped define the practice in its infancy. Over time, however, this deliverables-heavy process has put UX designers in the deliverables business. Many are now measured and compensated for the depth and breadth of their deliverables instead of the quality and success of the experiences they design. Designers have become documentation subject matter experts, known for the quality of the documents they create instead of the end-state experiences being designed and developed. So what's to be done? This practical book provides a roadmap and set of practices and principles that will help you keep your focus on the experience back, rather than the deliverables. Get a tactical understanding of how to successfully integrate Lean and UX/DesignFind new material on business modeling and outcomes to help teams work more strategicallyDelve into the new chapter on experiment designTake advantage of updated examples and case studies.

An Invitation to Applied Category Theory

A course on comics creation offers lessons on lettering, story, structure, panel layout, and much more, providing a solid introduction for people
interested in making their own comics. Original.

**Star Product Designers**

**Product Sketches**

The dramatic true story of a celebrated young survivor of a 1919 British massacre in India, and his ferocious twenty-year campaign of revenge that made him a hero to hundreds of millions—and spawned a classic legend. When Sir Michael O'Dwyer, the Lieutenant Governor of Punjab, ordered Brigadier General Reginald Dyer to Amritsar, he wanted Dyer to bring the troublesome city to heel. Sir Michael had become increasingly alarmed at the effect Gandhi was having on his province, as well as recent demonstrations, strikes, and shows of Hindu-Muslim unity. All these things, to Sir Michael, were a precursor to a second Indian revolt. What happened next shocked the world. An unauthorized gathering in the Jallianwallah Bagh in Amritsar in April 1919 became the focal point for Sir Michael’s law enforcers. Dyer marched his soldiers into the walled garden, blocking the only exit. Then, without issuing any order to disperse, he instructed his men to open fire, turning their guns on the thickest parts of the crowd, filled with over a thousand unarmed men, women, and children. For ten minutes, the soldiers continued firing, stopping only when they ran out of ammunition. According to legend, eighteen-year-old Sikh orphan Udham Singh was injured in the attack, and remained surrounded by the dead and dying until he was able to move the next morning. Then, he supposedly picked up a handful of blood-soaked earth, smeared it across his forehead, and vowed to kill the men responsible. The truth, as the author has discovered, is more complex—but no less dramatic. Award-winning journalist Anita Anand traced Singh’s journey through Africa, the United States, and across Europe until, in March 1940, he finally arrived in front of O’Dwyer himself in a London hall ready to shoot him down. The Patient Assassin shines a devastating light on one of history’s most horrific events, but it reads like a taut thriller and reveals the incredible but true story behind a legend that still endures today.
The rise of cognitive neuroscience is the most important scientific and intellectual development of the last thirty years. Findings pour forth, and major initiatives for brain research continue. The social sciences have responded to this development slowly--for good reasons. The implications of particular controversial findings, such as the discovery of mirror neurons, have been ambiguous, controversial within neuroscience itself, and difficult to integrate with conventional social science. Yet many of these findings, such as those of experimental neuro-economics, pose very direct challenges to standard social science. At the same time, however, the known facts of social science, for example about linguistic and moral diversity, pose a significant challenge to standard neuroscience approaches, which tend to focus on "universal" aspects of human and animal cognition.

A serious encounter between cognitive neuroscience and social science is likely to be challenging, and transformative, for both parties. Although a literature has developed on proposals to integrate neuroscience and social science, these proposals go in divergent directions. None of them has a developed conception of social life. This book surveys these issues, introduces the basic alternative conceptions both of the mental world and the social world, and show how, with sufficient modification, they can be fit together in plausible ways. The book is not a "new theory " of anything, but rather an exploration of the critical issues that relate to the social aspects of cognition which expands the topic from the social neuroscience of immediate interpersonal interaction to the whole range of places where social variation interacts with the cognitive. The focus is on the conceptual problems produced by any attempt to take these issues seriously, and also on the new resources and considerations relevant to doing so. But it is also on the need for a revision of social theoretical concepts in order to utilize these resources. The book points to some conclusions, especially about how the process of what was known as socialization needs to be understood in cognitive science friendly terms. But there is no attempt to resolve the underlying issues within cognitive science, which will doubtless persist.
An expanded guide to enhancing analytical skills by building up one's intrinsic abilities is a primer for business leaders on how to develop ideas and enable faster results using to-the-point visual methods. Original.

**Simplifying Perspective**

A treasury of the Eisner Award-winning artist's black-and-white drawings of favorite DC characters includes hundreds of previously unpublished graphite sketches and is complemented by an interview outlining his artistic process.

**Rough Justice**

"Rapid Viz: A New Method for the Rapid Visualization of Ideas, Third Edition", provides hands-on instruction on quick sketching skills and techniques that allow readers to capture their ideas into visual form. Emphasizing speed and simplicity, the book breaks drawing down to the essentials, teaching the fundamental techniques of graphic art and design using only felt-tip pens and plain paper. Suitable for those in architecture, landscape architecture, engineering, industrial design, interior design, and other related arts and sciences, readers learn by doing as they master practical drawing skills in this fully updated instructional book.

**Cognitive Science and the Social**

From how to sketch to why to sketch

**The Product Book: How to Become a Great Product Manager**

Prototyping and user testing is the best way to create successful products, but many designers skip this important step and use gut instinct instead. By explaining the goals and methodologies behind prototyping—and demonstrating how to prototype for both physical and digital products—this practical guide helps beginning and intermediate designers become more comfortable with creating and testing prototypes early and...
often in the process. Author Kathryn McElroy explains various prototyping methods, from fast and dirty to high fidelity and refined, and reveals ways to test your prototypes with users. You’ll gain valuable insights for improving your product, whether it’s a smartphone app or a new electronic gadget. Learn similarities and differences between prototyping for physical and digital products Know what fidelity level is needed for different prototypes Get best practices for prototyping in a variety of mediums, and choose which prototyping software or components to use Learn electronics prototyping basics and resources for getting started Write basic pseudocode and translate it into usable code for Arduino Conduct user tests to gain insights from prototypes

**Developing Your Design Process**

Communicate your vision, tell your story and plan major scenes with simple, effective storyboarding techniques. Using sketches of shots from classic films, from silents to the present day, John Hart leads you through the history and evolution of this craft to help you get to grips with translating your vision onto paper, from the rough sketch to the finished storyboard. More than 150 illustrations from the author's and other storyboard artists' work illuminate the text throughout to help you master the essential components of storyboarding, such as framing, placement of figures, and camera angles. Level: Novice

**Drawing Words and Writing Pictures**

Almost everyone can run. Only very few can run a marathon. But what is it for agents to be able to do things? This question, while central to many debates in philosophy, is still awaiting a comprehensive answer. The book provides just that. Drawing on some valuable insights from previous works of abilities and making use of possible world semantics, Jaster develops the "success view", a view on which abilities are a matter of successful behavior. Along the way, she explores the gradable nature of abilities, the contextsensitivity of ability statements, the difference between general and specific abilities, the relationship between abilities and dispositions, and the ability to act otherwise. The book is mandatory reading for anyone
working on abilities, and provides valuable insights for anyone dealing with agents' abilities in other fields of philosophy. For this book, Romy Jaster has received both the Wolfgang Stegmüller Prize and the De Gruyter Prize for Analytical Philosophy of Mind or Metaphysics/Ontology.

**Sketching User Experiences: Getting the Design Right and the Right Design**

From three design partners at Google Ventures, a unique five-day process--called the sprint--for solving tough problems using design, prototyping, and testing ideas with customers.

**Rapid Viz**

Sketching User Experiences approaches design and design thinking as something distinct that needs to be better understood—by both designers and the people with whom they need to work—in order to achieve success with new products and systems. So while the focus is on design, the approach is holistic. Hence, the book speaks to designers, usability specialists, the HCI community, product managers, and business executives. There is an emphasis on balancing the back-end concern with usability and engineering excellence (getting the design right) with an up-front investment in sketching and ideation (getting the right design).

Overall, the objective is to build the notion of informed design: molding emerging technology into a form that serves our society and reflects its values. Grounded in both practice and scientific research, Bill Buxton’s engaging work aims to spark the imagination while encouraging the use of new techniques, breathing new life into user experience design. Covers sketching and early prototyping design methods suitable for dynamic product capabilities: cell phones that communicate with each other and other embedded systems, "smart" appliances, and things you only imagine in your dreams Thorough coverage of the design sketching method which helps easily build experience prototypes—without the effort of engineering prototypes which are difficult to abandon Reaches out to a range of designers, including user interface designers, industrial designers, software engineers, usability engineers, product managers, and others Full of case
studies, examples, exercises, and projects, and access to video clips that demonstrate the principles and methods

**The Complete Sketching Book**

A primer for design professionals across all disciplines that helps them create compelling and original concept designs by hand—as opposed to on the computer—in order to foster collaboration and win clients. In today's design world, technology for expressing ideas is pervasive; CAD models and renderings created with computer software provide an easy option for creating highly rendered pieces. However, the accessibility of this technology means that fewer designers know how to draw by hand, express their ideas spontaneously, and brainstorm effectively. In a unique board binding that mimics a sketchbook, Drawing Ideas provides a complete foundation in the techniques and methods for effectively communicating to an audience through clear and persuasive drawings.

**Info We Trust**

Visualizing with Text uncovers the rich palette of text elements usable in visualizations from simple labels through to documents. Using a multidisciplinary research effort spanning across fields including visualization, typography, and cartography, it builds a solid foundation for the design space of text in visualization. The book illustrates many new kinds of visualizations, including microtext lines, skim formatting, and typographic sets that solve some of the shortcomings of well-known visualization techniques. Key features: More than 240 illustrations to aid inspiration of new visualizations Eight new approaches to data visualization leveraging text Quick reference guide for visualization with text Builds a solid foundation extending current visualization theory Bridges between visualization, typography, text analytics, and natural language processing The author website, including teaching exercises and interactive demos and code, can be found here. Designers, developers, and academics can use this book as a reference and inspiration for new approaches to visualization in any application that uses text.
**Drawing Ideas**

Includes 350 illustrations and full-color photographs Star Product Designers offers an insider's look at the best product designers working today. With the goal of eliminating the need for instruction manuals, every designer in this book endeavors to create products that are user-friendly, efficient, and beautiful. Perfect for both the amateur designer as well as the most accomplished—and anyone else in between—this comprehensive compendium reveals the design process, from concept to finished product, of some of the most innovative products on the market today. Featuring a wealth of concept sketches, profiles of the leading designers and design firms, and gorgeous, full-color photographs of the products themselves, this book is a must-have for anyone interested in understanding product design and the creative design process.

**Blaze Your Own Trail**

Product Design offers a broad and comprehensive introduction to the field of product design and the key role of product designers. It follows through all the stages and activities involved in the creation of a new product – from concept design to manufacture, prototyping to marketing. It encourages the reader to challenge conventions and to think about the subject in new and exciting ways. The book also explores the diverse nature of product design, including new and emerging forms of practice. A rich overview of influential design movements and individuals are covered, together with interviews and examples from prominent product designers, and working practices and career guidance relevant to today. Full of visual examples and practical information, the book is an essential guide for students or anyone interested in product design.

**Presto Sketching**

"Life, just like a design problem, is full of constraints--time, money, age, location, and circumstances. You cannot have everything, and if you want more out of it, you have to be creative about how to make what you need and what you want co-exist. This requires design thinking. Design the Life
You Love uses a simple but proven creative thinking and design process to give ordinary people new tools to think about life differently, and also includes fascinating examples from the world of art and design that relate to each step of the process, plus guided creative exercises."--

**Innovative Product Design Practice**

Provides basic information about the biology, life cycles, and behavior of birds, along with brief profiles of each of the eighty bird families in North America.

**Agents’ Abilities**

Construction Drawings and Details for Interiors serves as the essential reference for designers preparing interior construction documents, explaining how to do a new construction, remodeling, or installation project. In a highly visual format, the book covers drafting fundamentals and conventions; drawing types, plans, and schedules; and computer-aided design (CAD). With expanded coverage of the preparation and communication of construction documents in digital formats, drawing interior perspectives, and more, the text also serves as an invaluable study reference for the contract documents section of the NCIDQ exam. A new companion Web Site supplies template grids for schedules and contract documents for practice exercises.

**Sprint**

So many women enter their adult lives believing that they should know where they are going and how to get there. This can make life decisions feel intimidating and overwhelming. While some choices that lie ahead are fairly predictable, such as those surrounding career, partnership, and motherhood, the effects of these choices can lead to more complicated and unexpected turns that are seldom discussed. Rather than suggesting a rule book, Rebekah Bastian, vice president at Zillow and recognized thought leader, inspires you to Blaze Your Own Trail. “I have the benefit of being a living example of crooked paths, magnificent screw-ups, and shocking
successes,” she writes. Through storylines and supportive data that explore workplace sexism, career changes, marriage, child-rearing, existential crises, and everything in between, you will learn to embrace and feel less alone in your own nonlinear journey. Even better, you can turn back decisions and make different ones. Blaze Your Own Trail includes nineteen possible outcomes and many routes to get there. You will find that you have the strength to make it through any of them.

**The Patient Assassin**

Category theory is unmatched in its ability to organize and layer abstractions and to find commonalities between structures of all sorts. No longer the exclusive preserve of pure mathematicians, it is now proving itself to be a powerful tool in science, informatics, and industry. By facilitating communication between communities and building rigorous bridges between disparate worlds, applied category theory has the potential to be a major organizing force. This book offers a self-contained tour of applied category theory. Each chapter follows a single thread motivated by a real-world application and discussed with category-theoretic tools. We see data migration as an adjoint functor, electrical circuits in terms of monoidal categories and operads, and collaborative design via enriched profunctors. All the relevant category theory, from simple to sophisticated, is introduced in an accessible way with many examples and exercises, making this an ideal guide even for those without experience of university-level mathematics.

**Lean UX**

The authors of the international bestseller Business Model Generation explain how to create value propositions customers can’t resist Value Proposition Design helps you tackle the core challenge of every business — creating compelling products and services customers want to buy. This highly practical book, paired with its online companion, will teach you the processes and tools you need to create products that sell. Using the same stunning visual format as the authors’ global bestseller, Business Model Generation, this sequel explains how to use the “Value Proposition
Canvas” to design, test, create, and manage products and services customers actually want. Value Proposition Design is for anyone who has been frustrated by new product meetings based on hunches and intuitions; it’s for anyone who has watched an expensive new product launch fail in the market. The book will help you understand the patterns of great value propositions, get closer to customers, and avoid wasting time with ideas that won’t work. You’ll learn the simple process of designing and testing value propositions, that perfectly match customers’ needs and desires. In addition the book gives you exclusive access to an online companion on Strategyzer.com. You will be able to assess your work, learn from peers, and download pdfs, checklists, and more. Value Proposition Design is an essential companion to the ”Business Model Canvas” from Business Model Generation, a tool embraced globally by startups and large corporations such as MasterCard, 3M, Coca Cola, GE, Fujitsu, LEGO, Colgate-Palmolive, and many more. Value Proposition Design gives you a proven methodology for success, with value propositions that sell, embedded in profitable business models."

**Product Design**

Do you feel like your thoughts, ideas, and plans are being suffocated by a constant onslaught of information? Do you want to get those great ideas out of your head, onto the whiteboard and into everyone else’s heads, but find it hard to start? No matter what level of sketching you think you have, Presto Sketching will help you lift your game in visual thinking and visual communication. In this practical workbook, Ben Crothers provides loads of tips, templates, and exercises that help you develop your visual vocabulary and sketching skills to clearly express and communicate your ideas. Learn techniques like product sketching, storyboarding, journey mapping, and conceptual illustration. Dive into how to use a visual metaphor (with a library of 101 visual metaphors), as well as tips for capturing and sharing your sketches digitally, and developing your own style. Designers, product managers, trainers, and entrepreneurs will learn better ways to explore problems, explain concepts, and come up with well-defined ideas - and have fun doing it.
Dogs Rough and Smooth

Foreword by Susan Orlean A charming facsimile edition of celebrated British illustrator Lucy Dawson’s 1937 classic collection of highly detailed and loveable drawings of dogs, complete with a cloth spine and ribbon marker—the companion volume to the acclaimed Dogs As I See Them. Lucy Dawson, also known as "Mac," was a preeminent British illustrator in the 1930s and 1940s revered for her paintings and etchings of dogs, from sporting and non-sporting breeds to hounds and herders. Though she worked in numerous mediums—pencil, pen, ink, and oil—her pastels set her work apart. Noted for her commercial dog postcards and her delightful "Tailwagger" series, she also created a "Puppies" series of 40 cigarette cards during World War II—produced in a limited quantity due to wartime restrictions on paper—which have become a rare collector’s item today. One of her most famous works is her portrait of "Dookie," the British Royal Family’s favorite Corgie, which was later reproduced as a Royal Family Christmas card. Dawson also published several books, including the beloved Dogs As I See Them, and its follow-up, Dogs Rough and Smooth. Now, Dogs Rough and Smooth is available in a lovely facsimile edition for a new generation discovering her superb craftsmanship. Printed on an uncoated stock that simulates the look and feel of a sketchbook, this delightful volume is filled with her beautiful, endearing drawings of a range of breeds. The illustrations are accompanied by notes in Dawson's own handwriting as well as a short anecdotal text that provides amusing insight into the personalities of her canine models and the experience of drawing each. A stunning reproduction of this classic work filled with full-color and black-and-white complete drawings and sketches, Dogs Rough and Smooth features a foreword by acclaimed writer Susan Orlean, and is packaged in a three-piece case with a beautiful cloth spine and long ribbon bookmark. Dogs Rough and Smooth is sure to be a collector's item treasured by dog lovers of all ages and art connoisseurs for years to come.

Design the Life You Love

This is a fully visual book with over thousand product sketches covering the main product categories that designers design for
**Visualizing with Text**

A must have for product design students! Are designers still making drawings by hand? Isn't it more advanced to use a computer in this computer era? Some may think sketching is a disappearing skill, but if you ever enter a design studio, you will find out differently. Studios still make sketches and drawings by hand and in most cases, quite a lot of them. They are an integral part of the decision-making process, used in the early stages of design, in brainstorming sessions, in the phase of research and concept exploration, and in presentation. Drawing has proved to be, next to verbal explanation, a powerful tool for communicating not only with fellow designers, engineers or model makers but also with clients, contractors and public offices. This book can be regarded as a standard book on design sketching, useful for students in product design.

**Sketch!**

"Nobody asked you to show up." Every experienced product manager has heard some version of those words at some point in their career. Think about a company. Engineers build the product. Designers make sure it has a great user experience and looks good. Marketing makes sure customers know about the product. Sales get potential customers to open their wallets to buy the product. What more does a company need? What does a product manager do? Based upon Product School's curriculum, which has helped thousands of students become great product managers, The Product Book answers that question. Filled with practical advice, best practices, and expert tips, this book is here to help you succeed!

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