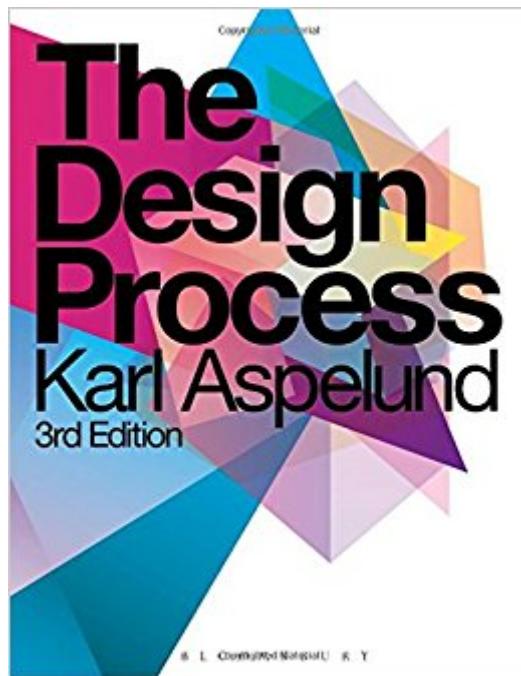


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# The Design Process



## Synopsis

Karl Aspelund takes readers on a guided tour of seven stages of design, from Inspiration, Identification, Conceptualization, Exploration/Refinement, Definition/Modeling, Communication and Production. New cumulative storyboards of three different types of designs (graphics, clothing, and web design) progress through each stage to show how each setp is implemented in practical application. "Perspectives" features highlight individual designers and artists, and end-of-chapter exercises help transform design projects to reality. New to This Edition: New cumulative storyboards in each chapter provide a variety of examples to show how designs progress through each stage in the design process to arrive at a final product. Added coverage of globalization, sustainability, and collaborative teamwork. New "Perspectives" features with additional design fields and real-life artists and designers. Thoroughly updated illustrations.

## Book Information

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## Customer Reviews

Karl Aspelund, PhD, is an Assistant Professor in the Department of Textiles Fashion Merchandising and Design at the University of Rhode Island and has been a designer, artist, and teacher for over 20 years in apparel, theater, film and digital media. He received his PhD in Anthropology and Material Culture from Boston University, University Professors Program, where his dissertation on women's national dress practices in Iceland was awarded the University Professor's Edmonds Prize for Best Doctoral Dissertation of the Academic Year 2010-2011. Aspelund's research interests are in the field of apparel design and personal and national identity creation.

Good book

I would not know how to write a review without continuously praising Karl Aspelund for this ultimate design process edition. For me this book was worth it.

Nice book

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