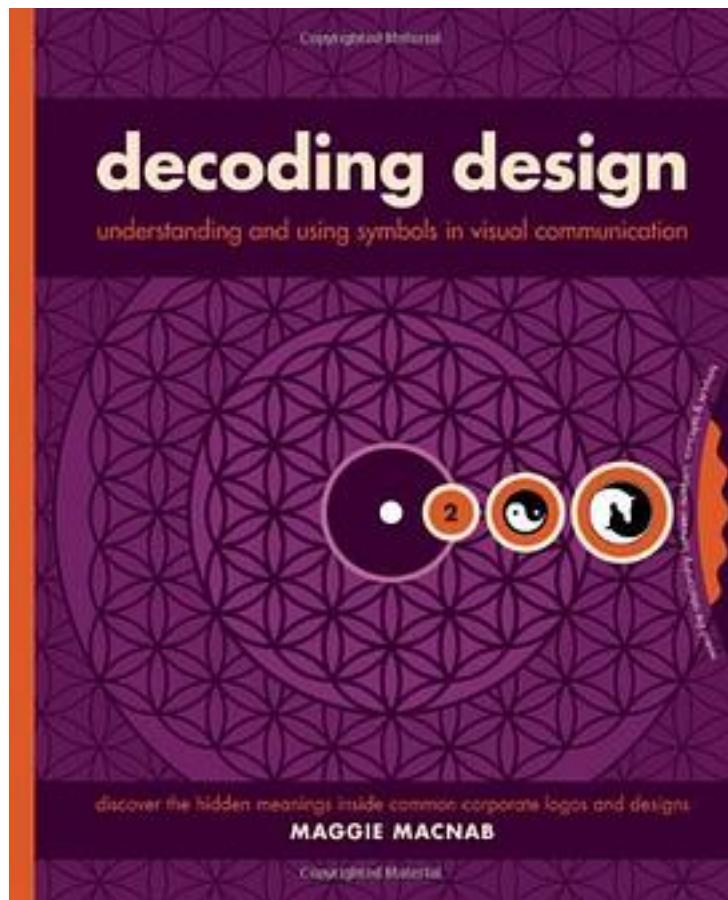


Decoding Design



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著者:Maggie Macnab

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"The relevance of shapes, numbers and symbols in communication is timeless. Designers and others who need to know the symbolism behind the shape and symbols they use will find this book indispensable. Decoding Design integrates design with other disciplines and genres, such as philosophy, math and physics, for a holistic and

worldly presentation of ideas.

Our complex world is comprised of a handful of some very simple patterns. Patterns are made of basic shapes. These shapes have found their way into human design since the beginning of our time because they tell an eternal tale in a glimpse and their structure instructs about our connection to the universe. Symbols are intuitive and immediate. Design that references these symbols creates an immediate relationship with the viewer and that is what this book is all about.

Decoding Design reveals how common symbols resonate at a gut level. Readers will find deconstructions of famous logos and examples of variety of different designs that effectively use symbols, patterns and shapes to convey greater meaning."

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