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著者:Paul and Piet Westendorp. Mijksenaar

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A presentation of an array of the most ingenious, frustrating, beautiful and terrible visual solutions that designers and illustrators have invented to help us handle modern technology and everyday products. It shows us how to floss our teeth properly, where to insert the printer cartridge, which button to press to transfer a telephone call, how to use chopsticks, how to open a milk carton and where to exit the aeroplane in case of emergency landing. The volume traces the history of visual instructions and considers how our reluctant dependence upon them increases by the minute. But it also presents a variety of clever concepts and solutions that designers have used to show us how to do what we need to do. It includes an overview of the basic elements of visual instructions: the baffling yet remarkable drawings, cartoons and symbols that tell us where to cut, when to twist, how to repeat or how not to do all of the above.

作者介绍:

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