



# Graphic Design Thinking

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Creativity is more than an inborn talent; it is a hard-earned skill, and like any other skill, it improves with practice. *Graphic Design Thinking: How to Define Problems, Get Ideas, and Create Form* explores a variety of informal techniques ranging from quick, seat-of-the-pants approaches to more formal research methods for stimulating fresh thinking, and ultimately arriving at compelling and viable solutions. In the style with which author Ellen has come to be known hands-on, up-close approach to instructional design writing, brainstorming techniques are grouped around the three basic phases of the design process: defining the problem, inventing ideas, and creating form. Creative research methods include focus groups, interviewing, brand mapping, and co-design. Each method is explained with a brief narrative text followed by a variety of visual demonstrations and case studies. Also included are discussions with leading professionals, including Art Chantry, Ivan Chermayeff, Jessica Helfand, Steven Heller, Abbott Miller, Christoph Niemann, Paula Scher, and Martin Venezky, about how they get ideas and what they do when the well runs dry. The book is directed at working designers, design students, and anyone who wants to apply inventive thought patterns to everyday creative challenges.

## Graphic Design Thinking Details

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## From Reader Review Graphic Design Thinking for online ebook

### Mark says

3 1/2 stars! A lot of ideas for identifying the design problem and creating solutions. It didn't go very in depth into each topic, but the case studies were helpful.

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### Moroshilova says

Great book

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### Ashley Andersen says

I love this book. Nothing is secret and everything is within reach. It is written succinctly with ordered steps on how to accomplish each process. This is a great book and a good read.

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### Paula Cruz says

Um livro massa sobre processo criativo e com vários macetes para designers. Ainda assim, pode ser meio básico para os designers com mais experiência de mercado.

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### Kate Green says

Really good book for people wanting to learn more about techniques to help their creative process.

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### Carolina says

Uma boa forma de aprender o básico do design thinking. Todos os tópicos são muito bem ilustrados, o que ajuda na compreensão dos conceitos. Bem bacana para quem está começando.

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### H.d. says

Alguns livros de Ellen Lupton funcionam muito bem como catálogo de técnicas, métodos e possibilidades. Esse livro é um bom exemplo. Apesar de dar pouca atenção à pesquisa com as pessoas como momento fundante do projeto, tem um acervo muito interessante de técnicas para gerar ideias e encontrar formas.

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### **Denise Estêvão says**

Basically a book of design methods and methodologies. Good to fight a creative blockage and great case studies.

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### **Michael Koenig says**

Great book for design thinking.

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### **Jerzy says**

Brainstorming and its variations, in three chunks: defining the problem, generating ideas, and creating form. Nice short interviews with designers at the end. Very much focused on the process of doing graphic design, not on principles of what makes a design good.

Most of the suggestions/examples/exercises are really geared towards a kind of graphic design that \*doesn't\* mesh well with the kind of statistical dataviz that I do... But it's still a nice handy list of things to try when you're stuck in a rut.

I wish I'd seen this book in undergrad, when I first took a design course (for engineers). The instructors' attitude implied that we \*have\* to use such brainstorming tools to be creative, which was obviously hogwash. In retrospect, I'm sure they just wanted us to \*practice\* using these tools, while admitting that they are not the only ways to generate ideas and create form (as this book makes clear). Oh well.

p.15: "Most thinking methods involve externalizing ideas, setting them down in a form that can be seen and compared, sorted and combined, ranked and shared. Thinking doesn't happen just inside the brain. It occurs as fleeting ideas become tangible things: words, sketches, prototypes, and proposals."

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### **27 says**

Amusing- really; did not expect that. It's always insightful to look into the thinking behind a project, specially in design when it has boarder aspects of solving the problem, because as a designer you don't only deal with the aesthetics, but also how a design is perceived emotionally and intellectually; the case studies were fun to read.

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### **Serge Pierro says**

Although there are a couple of sections, that had moderately interesting ideas, overall the book proved to be uninspiring. The projects were boring and seemed to be rooted with an agenda. The end of the book provided the most interesting content, as there were short, but interesting interviews with designers .

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### **Patricia says**

Eddig talán a legjobban összerakott könyv, amit a témaában olvastam (vizuálisan, és tartalmilag is). Rengeteg példával mutatja be a különböző mind mapping technikákat, és hogy hogyan tudsz mesterségesen ötleteket generálni a fejedben 1-1 megadott témahez, mindegyikről részletesen leírva, hogy milyen munkáknál tudod hasznosítani. Emellett külön foglalkozik a csoportmunkával (hogyan tudsz produktívan másokkal együtt dolgozni) és a megrendelőkkel (hogyan kommunikálj velük, hogy a végső munka mindenkitőknek megfeleljen).

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### **Jessica says**

Every designer has heard of brainstorming, but what about exploring other conventions of creative thinking? This book is a mini encyclopedia of different activities and practices you can try to get those ideas flowing. Some of these practices I've never even heard of. If you're looking to think outside the box, definitely check this one out.

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### **Khai Nguyen says**

Read this book to look for HOW and WAYS to get inspiration. The book itself does not give you any specific answers for your creative works. Consider it as a reference book rather than an information source.

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