

## Drawing ideas : a hand-drawn approach for better design

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20418381&lokasi=lokal>

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### Abstrak

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.

Focuses on the three key types of drawing, explanatory sketches, notational sketches and visual narratives that help designers think through and communicate their ideas. Through these three fundamentals, this title provides a course in creating clear graphic layouts and diagrams, including expressive human forms, and thumbnailing a process.

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