The Pocket Universal Principles of Design: 150 Essential Tools for Architects, Artists, Designers, Developers, Engineers, Inventors, and Makers

William Lidwell

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Whether a website, marketing campaign, museum exhibit, a video game or a complex control system, the design we see is the culmination of many concepts and practices brought together from a variety of disciplines. Now, there's a handy travel companion for any designer, so that you always have the essentials at your fingertips.

Portable, condensed, and armed with 150 principles, *Universal Principles of Design, Pocket Edition* is like a Swiss Army knife of design knowledge. Richly illustrated and easy to navigate, it pairs critical need-to-know design knowledge with visual examples of the principles applied in practice. An indispensable field reference for designers of all types, this pocket edition of the best-selling *Universal Principles of Design* will sharpen your design thinking and expand your sense of the possible.

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