



# The Design Process

*Karl Aspelund*

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## **The Design Process** Karl Aspelund

Karl Aspelund takes readers on a guided tour of seven stages of design, from Inspiration, Identification, Conceptualization, Exploration/Refinement, Definition/Modeling, Communication and Production. New cumulative storyboards of three different types of designs (graphics, clothing, and web design) progress through each stage to show how each setp is implemented in practical application. "Perspectives" features highlight individual designers and artists, and end-of-chapter exercises help transform design projects to reality.

New to This Edition:

New cumulative storyboards in each chapter provide a variety of examples to show how designs progress through each stage in the design process to arrive at a final product

Added coverage of globalization, sustainability, and collaborative teamwork

New "Perspectives" features with additional design fields and real-life artists and designers

Thoroughly updated illustrations

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