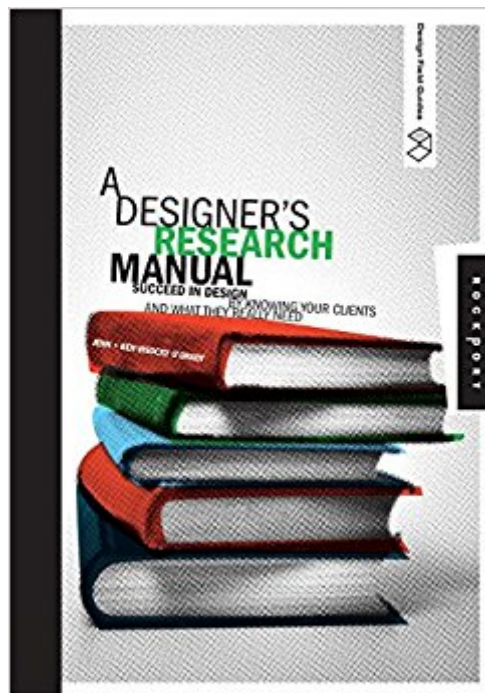# A Designer's Research Manual: Succeed In Design By Knowing Your Clients And What They Really Need (Design Field Guide)

Synopsis

Doing research can make all the difference between a great design and a good design. By engaging in competitive intelligence, customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all good design work. This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research, and how to apply it to design work.

Book Information

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Customer Reviews

In my search for structured discussion on design process and research, I was fortunate enough to find this book, "A Designer's Research Manual," at the MOMA bookstore in SoHo. I only wish this had been available and required text when I was still in school. The Authors have done a great service to the design profession, and it's clients. Those of us who are more designers than "artists" would do well to integrate the principles of this book into our processes & methodologies for tackling our clients' business problems. It's thinking like that in this book that will make the case for design's value to the business of our clients. Thank you Jenn & Ken Visocky O'Grady!

Graphic design is about much more than typography, composition and colour. Researching and understanding the client's needs and those of the target audience are key to the design process. This book is a valuable resource for designers seeking to understand the research strategies and

methodologies appropriate for their work.Kudos to the authors and the professional community of contributors for this book specifically aimed at designers. A Designer's Research Manual conveys information in a clear and readable manner with concise text, helpful graphics and relevant international case studies.

This book presents the otherwise-boring-for-us-designers subject of research in an extremely readable format with effective use of charts and diagrams.It explains why research is important and goes on to explain the different methods of research, but not in such great detail as to make you doze off mid-sentence. The information is brief, to the point, and very well laid out.On the whole, a very good read. Almost half the book is dedicated to case studies that portray how research influenced the design direction (This, I particularly enjoyed).

I took this book out of the library first and found it really helpful in planning the research phase of my design projects. After I had read the first chapter I decided it could be part of my permanent collection. The first chapter gives a lot of techniques and research methods (some known others not so much)and explains briefly how they work. The second chapter explains how to use and combine all these methods into one or several strategies for better preparing the research phase of a design project and making the research more accurate. The third chapter explains how to adapt these methods to especific projects and tailor them according to your own needs. Finally, chapter 4 gives yet, more examples and case studies of research driven projects from well known companies and organizations. Overall I think this book communicates a clear basic idea of what research driven design is and helps designers better gather and use real hard data to use in their projects.

If you are a graphic design student needing help with research methods, get this.For practising students or seasoned designers, this book is great to have around for quick and useful information into research strategies for any project.The book covers research techniques which are appropriately laid out periodically as you would do them in a real life situation.One thing I feel like also mentioning is the size: not too big and not too small, light and easy to carry around - just right to have hanging inside your bag whenever you are stuck on where to go next with a project.

Great for someone "just starting" out in the UX world. I'd recommend this as one of the first few reads.

The text is straightforward and concise. The examples are great. My only complaint is that the book doesn't lie flat when opened, so I had it rebound with a spiral binding at FedEx for $2.

This is a nice summary, but it is for GRAPHIC design and NOT industrial design. The web page said nothing about this being a research manual for GRAPHIC design only.

A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need (Design Field Guide) Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting and Consulting Business Secrets Book 1) From Zero to Sixty on Hedge Funds and Private Equity 3.0: What They Do, How They Do It, and Why They Do The Mysterious Things They Do 50 Physics Ideas You Really Need to Know (50 Ideas You Really Need to Know Series) by Baker, Joanne (2007) The Non-Designer's Design Book (Non Designer's Design Book) Financial Intelligence: A Manager's Guide to Knowing What the Numbers Really Mean Financial Intelligence, Revised Edition: A Manager's Guide to Knowing What the Numbers Really Mean The Architecture Of Light (2nd Edition): A textbook of procedures and practices for the Architect, Interior Designer and Lighting Designer. What Clients Love: A Field Guide to Growing Your Business The Fashion Designer's Handbook & Fashion Kit: Learn to Sew and Become a Designer in 33 Fabulous Projects CLIENT CONSULTING VIA LINKEDIN: How to Find Consulting Clients on LinkedIn Without Trying Really Hard Working: People Talk About What They Do All Day and How They Feel About What They Do Field Guide to Lens Design (SPIE Press Field Guide FG27) (Field Guides) Einstein Never Used Flashcards: How Our Children Really Learn--and Why They Need to Play More and Memorize Less Create a Logo: 7 Easy Steps to Your Client's Dream Logo (Graphic Design, Logo Design, Brainstorm, Branding, Clients, Sketching) Wildflowers in the Field and Forest: A Field Guide to the Northeastern United States (Jeffrey Glassberg Field Guide Series) How to Succeed in Business Without Really Crying Event Planning: Plan Events Like a Professional, Impress Your Clients and be Your Own Boss in 12 Simple Steps (event planning, experience, organise, manage, ... be your own boss, work from home Book 4) True Professionalism: The Courage to Care About Your People, Your Clients, and Your Career The Product Manager's Survival Guide: Everything You Need to Know to Succeed as a Product Manager