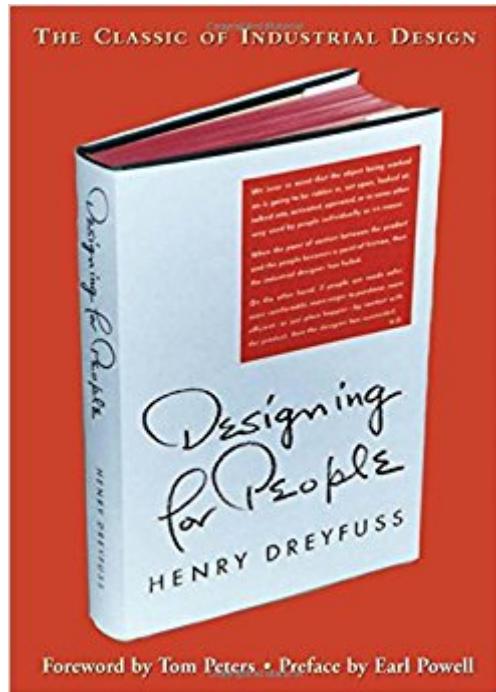


## The book was found

# Designing For People



## **Synopsis**

From the first answering machine ("the electronic brain") and the Hoover vacuum cleaner to the SS Independence and the Bell telephone, the creations of Henry S. Dreyfuss have shaped the cultural landscape of the 20th century. Written in a robust, fresh style, this book offers an inviting mix of professional advice, case studies, and design history along with historical black-and-white photos and the author's whimsical drawings. In addition, the author's uncompromising commitment to public service, ethics, and design responsibility makes this masterful guide a timely read for today's designers.

## **Book Information**

Paperback: 288 pages

Publisher: Allworth Press (November 1, 2003)

Language: English

ISBN-10: 1581153120

ISBN-13: 978-1581153125

Product Dimensions: 6.1 x 6.8 x 9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ  See all reviewsÂ  (16 customer reviews)

Best Sellers Rank: #375,582 in Books (See Top 100 in Books) #185 inÂ  Books > Arts & Photography > Decorative Arts & Design > Industrial & Product Design #188 inÂ  Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Industrial Design #1291 inÂ  Books > Arts & Photography > Graphic Design > Techniques

## **Customer Reviews**

This is an odd but fascinating book about the business of industrial design in 1930-50's US. It promotes a perspective to design which later generations know as human-centered design. It does not talk about user experience, usability, innovation or design thinking with the terms we have for them today, but it surely gives an interesting perspective for a 21st century reader on the past thinking on these topics. An interesting comparison is contrast Designing for People to Tim Brown's Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation released 54 years after. It seems reasonable to ask if the field of design has developed at all, maybe except for branding. It seems that the office of Dreyfuss was essentially practicing all methods under the mindset of "design thinking" Brown presented as the holy grail of organizational innovation. The book holds a quite detailed account of the operation of Henry Dreyfuss and one

might call it an autobiography. Biography in a form of a vitae and an industrial design business cook book. This is also the problem of the tome. At best, it provides insights and details, reports from the past which would be otherwise unattainable. At worst, it reads out as a (poorly) guided tour to a trophy room. A short story after short story in an identical format, describing yet another Dreyfuss victory in some exotic field of design. This is emphasized by the result-oriented style of the narrator, which always describes the glorious outcome of the design process, where as the process receives less attention.

[Download to continue reading...](#)

Dealing With Difficult People: Get to Know the Different Types of Difficult People in the Workplace and Learn How to Deal With Them (How To Win People, How To Influence People) Microsoft SharePoint 2013 Designing and Architecting Solutions: Designing and Architecting Solutions People Tactics: Become the Ultimate People Person - Strategies to Navigate Delicate Situations, Communicate Effectively, and Win Anyone Over (People Skills) How to Draw Portraits: How to Draw Realistic Pencil Portraits: 10 Simple Steps to Draw People and Faces from Photographs (How to Draw Faces, Drawing People, How to Draw People) Designing for People Beautiful Users: Designing for People More Human: Designing a World Where People Come First How to Use Graphic Design to Sell Things, Explain Things, Make Things Look Better, Make People Laugh, Make People Cry, and (Every Once in a While) Change the WorldÂ Fit for Real People: Sew Great Clothes Using ANY Pattern (Sewing for Real People series) Revolution 2.0: The Power of the People Is Greater Than the People in Power - A Memoir Ordinary People Change the World Gift Set (Ordinary People Change World) The Doll People Book 4 The Doll People Set Sail 1493 for Young People: From Columbus's Voyage to Globalization (For Young People Series) "Multiplication Is for White People": Raising Expectations for Other People's Children A People's History of the United States: Abridged Teaching Edition (New Press People's History) A People's History of the United States: American Beginnings to Reconstruction (New Press People's History) Japanese for Busy People I: Romanized Version 1 CD attached (Japanese for Busy People Series) A Young People's History of the United States: Columbus to the War on Terror (For Young People Series) Jobs for People Who Hate People: The Ultimate Career Guide for Introverts The Ten Things A New Manager Must Get Right From The Start!: Managing People Simplified (Business Skills Handbook Series- Managing people 2)

[Dmca](#)