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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. About the Author Associate Professor Jennifer Visocky O'Grady is a graduate of the Kent State University Visual Communication Design program (B.S., &

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M.F.A.), and has been teaching at Cleveland State since the spring of 1999.

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Manual, returns to the idea that the role of
graphic designers is not just to create pretty
or visually interesting artifacts but to solve

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