

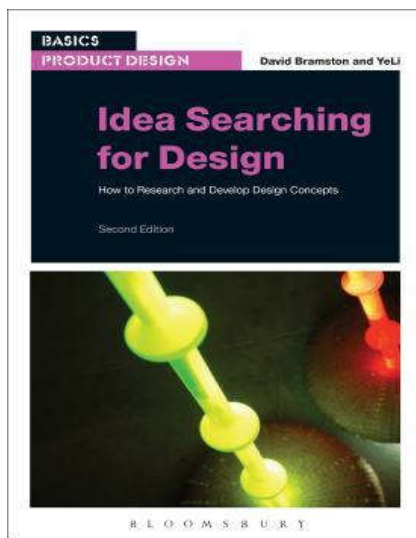
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Book of the month

September 2022



Idea searching for design: how to research and develop design concepts - Bramston, Dave. YeLi.



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The second edition of *Idea Searching* examines methods of generating and identifying ideas, and teaches you to understand what is being observed and recorded. Using lavish illustrations, concise case studies and practical examples, it explores how different experiences, contexts and references are important in identifying an idea that is appropriate for a particular individual, target audience or culture. Advocating a step-by-step approach to generating ideas and brainstorming, it encourages an open mind in the development of ideas and teaches you to always question convention.

The text is accompanied by a variety of case studies and examples of work from the world's best contemporary product designers. It also includes a number of new projects for students, to encourage further exploration of ideas.

<https://www.amazon.com/Idea-Searching-Design-Research-Concepts/dp/1472581962>

