

Designing For People Henry Dreyfuss

Henry Dreyfuss (1904-1972) was one of the pioneers of American industrial design, the man behind the modern look and function of so many household objects used by millions of Americans during the golden age of industrial design from the 1930s to the 1960s. During his 44-year career the versatile Dreyfuss designed or retooled hundreds of products that have become icons of modern design, among them the Princess and Trimline telephones, John Deere tractors, and Hoover vacuum cleaners, which Dreyfuss outfitted with headlights and bumpers in the 1930s to prevent dented and scratched furniture. Additional objects and spaces he designed range from the familiar Honeywell wall-mounted round thermostat to the Big Ben alarm clock, trains such as the classic 20th Century Limited for the New York Central Railroad, and the Situation Room for the Joint Chiefs of Staff during World War II. This first published monograph on Dreyfuss surveys his life and work through 200 archival and new photographs of his designs and a biographical text that paints the picture of an eminently practical yet eccentric innovator. Dreyfuss streamlined even his wardrobe by wearing only brown suits, stayed exclusively at the Plaza Hotel when in New York so clients could always find him, and reportedly missed only five days of work in twenty-two years. This book is published in conjunction with a major exhibition of Dreyfuss's work at the Cooper-Hewitt, National Design Museum, Smithsonian Institution, New York.

Whether it is the car you drive or the app on your smartphone, technology has an increasingly powerful influence on you. When designed with people in mind, this influence can improve lives and productivity. This book provides a broad introduction on how to attend to the needs,

capabilities, and preferences of people in the design process. We combine methods of design thinking and systems thinking to understand people's needs and evaluate whether those needs are met. This book also provides a detailed description of the capabilities and limits of people—both mental and physical—and how these can guide the design of everything from typography to teams and from data visualization to habits. The book includes:

- * Over 70 design principles for displays, controls, human-computer interaction, automation, and workspace layout
- * Integrative discussion of the research and theory underlying these guidelines, supported by over 1,000 references
- * Examples of successful and unsuccessful designs and exercises that link principles and theory to applications in consumer products, the workplace, and high risk-systems

We hope this book will give a useful introduction to students entering the field and will also serve as a reference for researchers, engineers, and designers.

While Andy Warhol is known for creating icons, it is Raymond Loewy who built monuments. At once an engineer and a visionary, this master of streamlined design integrated movement into his designs in what would become a characteristic American way. Indeed, his drawings of the Coca Cola truck, the Greyhound bus, the package of Lucky Strike cigarettes, the Studebaker automobile, and the bullet-nose train molded our vision of twentieth-century American iconography. Illustrated with photographs of Loewy's most notable designs, this memoir pays a tribute to a man who shaped the image of an entire nation with his pencil strokes.

Seventy-nine Short Essays on Design brings together the best of designer Michael Bierut's critical writing—serious or humorous, flattering or biting, but always on the mark. Bierut is widely considered the finest observer on design writing today. Covering topics as diverse as Twyla Tharp and ITC Garamond, Bierut's intelligent and accessible texts pull design culture into crisp

focus. He touches on classics, like Massimo Vignelli and the cover of *The Catcher in the Rye*, as well as newcomers, like McSweeney's *Quarterly Concern* and color-coded terrorism alert levels. Along the way Nabakov's *Pale Fire*; Eero Saarinen; the paper clip; *Celebration, Florida*; the planet Saturn; the ClearRx pill bottle; and paper architecture all fall under his pen. His experience as a design practitioner informs his writing and gives it truth. In *Seventy-nine Short Essays on Design*, designers and nondesigners alike can share and revel in his insights. A cult read among designers for more than half a century, the famous manifesto of America's greatest industrial designer is finally back in print!

A illustrated survey of the career and influence of a master of design showcases some of his most famous and influential works, including the Coca-Cola bottle and truck, the package for Lucky Strike cigarettes, and the Studebaker automobile.

"A ready reference aid and an inspiration to designers . All in all the best book now available on symbols." --Library Journal This unparalleled reference represents a major achievement in the field of graphic design. Famed industrial designer Henry Dreyfuss recognized the importance of symbols in communicating more quickly and effectively; for many years he and his staff collected and codified graphic symbols as they are used in all walks of life throughout the world. The result is this "dictionary" of universally used graphic symbols. Henry Dreyfuss designed this sourcebook to be as practical and easy to use as possible by arranging the symbol information within ingeniously devised sections: *Basic Symbols* represents a concise and highly selective grouping of symbols common to all disciplines (on-off, up-down, etc.). *Disciplines* provides symbols used in accommodations and travel, agriculture, architecture, business, communications, engineering, photography, sports, safety, traffic controls, and many

other areas. Color lists the meanings of each of the colors in various worldwide applications and cultures. Graphic Form displays symbols from all disciplines grouped according to form (squares, circles, arrows, human figures, etc.) creating a unique way to identify a symbol out of context, as well as giving designers a frame of reference for developing new symbols. To make the sourcebook truly universal, the Table of Contents contains translations of each of the section titles and discipline areas into 17 languages in addition to English.

How the tools of design research can involve designers more directly with objects, products and services they design; from human-centered research methods to formal experimentation, process models, and application to real world design problems. The tools of design research, writes Brenda Laurel, will allow designers "to claim and direct the power of their profession." Often neglected in the various curricula of design schools, the new models of design research described in this book help designers to investigate people, form, and process in ways that can make their work more potent and more delightful. "At the very least," Peter Lunenfeld writes in the preface, "design research saves us from reinventing the wheel. At its best, a lively research methodology can reinvigorate the passion that so often fades after designers join the profession." The goal of the book is to introduce designers to the many research tools that can be used to inform design as well as to ideas about how and when to deploy them effectively. The chapter authors come from diverse institutions and enterprises, including Stanford University, MIT, Intel, Maxis, Studio Anybody, Sweden's HUMlab, and Big Blue Dot. Each has something to say about how designers make themselves better at what they do through research, and illustrates it with real world examples—case studies, anecdotes, and images. Topics of this multi-voice conversation include qualitative and quantitative methods,

performance ethnography and design improvisation, trend research, cultural diversity, formal and structural research practice, tactical discussions of design research process, and case studies drawn from areas as unique as computer games, museum information systems, and movies. Interspersed throughout the book are one-page "demos," snapshots of the design research experience. Design Research charts the paths from research methods to research findings to design principles to design results and demonstrates the transformation of theory into a richly satisfying and more reliably successful practice.

Designing for People Simon and Schuster

A compelling defense for the importance of design and how it shapes our behavior, our emotions, and our lives Design has always prided itself on being relevant to the world it serves, but interest in design was once limited to a small community of design professionals. Today, books on "design thinking" are best sellers, and computer and Web-based tools have expanded the definition of who practices design. Looking at objects, letterforms, experiences, and even theatrical performances, award-winning author Jessica Helfand asserts that understanding design's purpose is more crucial than ever. Design is meaningful not because it is pretty but because it is an intrinsically humanist discipline, tethered to the very core of why we exist. For example, as designers collaborate with developing nations on everything from more affordable lawn mowers to cleaner drinking water, they must take into consideration the full range of a given community's complex social needs. Advancing a conversation that is unfolding around the globe, Helfand offers an eye-opening look at how designed things make us feel as well as how--and why--they motivate our behavior.

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.

Creating an app, site or any product that succeeds â or sells â is most definitely a tall order. Designing anything for people is tough, because we're inherently complex and...well...messy. Which means that things like market share and ROI don't come easy. But time and effort spent finding the right problems to solve allows designers, developers and product teams to take quantum leaps forward in exceeding the expectations of everyone involved. In Think First, Joe Natoli shows you exactly how to do this, using lessons learned from his 26 years as a UX consultant to Fortune 100 and 500 organizations. You'll find proven principles, step-by-step methods and straightforward, jargon-free advice that can be applied to any kind of digital product. Think First proves that while people are indeed messy and complex, designing for them doesn't have to be. Here's what a few well-respected UX practitioners and authors had to say about Think First: "A very practical guide to success in business." â Dr. Don Norman, Director of the DesignLab, UC San Diego and Author of The Design of Everyday Things "Think First is a practical guide to UX that makes sense of strategy and structure. Highly recommended!" â Peter Morville, Bestselling Author of Intertwined "For designers and developers, understanding strategy and UX is an increasingly necessary skill. Joe Natoli's Think First demystifies these foundational ideas in a very conversational, easy to read style." â

Ilise Benun, Founder of Marketing-Mentor.com and Author of 7+ Books Author Joe Natoli explains why he believes Think First is unlike any other book on the subject of UX strategy and design: "I didn't want to write yet another book that covers the narrow, tactical pieces of the design process," he says, "because great design and great UX are the result of multiple activities across multiple people, roles and disciplines. It's everybody's business. Think First walks you through everything that must be considered to create great UX and gives you a roadmap to make it happen." Think First details Joe's no-nonsense approach to creating successful products, powerful user experiences and very happy customers. He share countless lessons learned from more than 26 years as a UX consultant to Fortune 500 and 100 organizations including a few he's learned the hard way :-)

Think First serves as a roadmap to building a solid foundation for UX that's strong enough to withstand any weather as projects move into design and coding. Here are just some of the things you'll learn:

- Simple user research methods that anyone can perform even if you've never done research of any kind.
- The right questions to ask stakeholders and users at the outset of any (and every) project.
- The 3 crucial questions you must ask of every client, every time.
- How to tell the difference between what people say they need vs. what they really need.
- A better, simpler way to generate meaningful UX requirements at the outset of the project.
- How to figure out what features and functions will result in great UX and deliver value to both users and the business.
- How to avoid scope creep and the never-ending project scenario.

How can you create products that successfully find customers? With this practical book, you'll learn from some of the best product designers in the field, from companies like Facebook and LinkedIn to up-and-coming contenders. You'll understand how to discover and interpret

customer pain, and learn how to use this research to guide your team through each step of product creation. Written for designers, product managers, and others who want to communicate better with designers, this book is essential reading for anyone who contributes to the product creation process. Understand exactly who your customers are, what they want, and how to build products that make them happy Learn frameworks and principles that successful product designers use Incorporate five states into every screen of your interface to improve conversions and reduce perceived loading times Discover meeting techniques that Apple, Amazon, and LinkedIn use to help teams solve the right problems and make decisions faster Design effective interfaces across different form factors by understanding how people hold devices and complete tasks Learn how successful designers create working prototypes that capture essential customer feedback Create habit-forming and emotionally engaging experiences, using the latest psychological research

Cognetics and the locus of attention - Meanings, modes, monotony, and myths - Quantification - Unification - Navigation and other aspects of humane interfaces - Interface issues outside the user interface.

In February 1956 the president of IBM, Thomas Watson Jr., hired the industrial designer and architect Eliot F. Noyes, charging him with reinventing IBM's corporate image, from stationery and curtains to products such as typewriters and computers and to laboratory and administration buildings. What followed—a story told in full for the first time in John Harwood's *The Interface*—remade IBM in a way that would also transform the relationships between design, computer science, and corporate culture. IBM's program assembled a cast of leading figures in American design: Noyes, Charles Eames, Paul Rand, George Nelson, and Edgar

Kaufmann Jr. *The Interface* offers a detailed account of the key role these designers played in shaping both the computer and the multinational corporation. Harwood describes a surprising inverse effect: the influence of computer and corporation on the theory and practice of design. Here we see how, in the period stretching from the “invention” of the computer during World War II to the appearance of the personal computer in the mid-1970s, disciplines once well outside the realm of architectural design—information and management theory, cybernetics, ergonomics, computer science—became integral aspects of design. As the first critical history of the industrial design of the computer, of Eliot Noyes’s career, and of some of the most important work of the Office of Charles and Ray Eames, *The Interface* supplies a crucial chapter in the story of architecture and design in postwar America—and an invaluable perspective on the computer and corporate cultures of today.

Describes effective approaches to interaction design, with information on developing a design strategy, conducting research, analyzing the data, creating concepts, and testing and deployment.

Connections and clashes between new and old media, as told by interviewees ranging from the founder of Twitter to the publisher of the *New York Times*. Mainstream media, often known simply as MSM, have not yet disappeared in a digital takeover of the media landscape. But the long-dominant MSM—television, radio, newspapers, magazines, and books—have had to respond to emergent digital media. Newspapers have interactive Web sites; television broadcasts over the Internet; books are published in both electronic and print editions. In *Designing Media*, design guru Bill Moggridge examines connections and conflicts between old and new media, describing how the MSM have changed and how new patterns of media

consumption are emerging. The book features interviews with thirty-seven significant figures in both traditional and new forms of mass communication; interviewees range from the publisher of the New York Times to the founder of Twitter. We learn about innovations in media that rely on contributions from a crowd (or a community), as told by Wikipedia's Jimmy Wales and Craigslist's Craig Newmark; how the band OK Go built a following using YouTube; how real-time connections between dispatchers and couriers inspired Twitter; how a BusinessWeek blog became a quarterly printed supplement to the magazine; and how e-readers have evolved from Rocket eBook to QUE. Ira Glass compares the intimacy of radio to that of the Internet; the producer of PBS's Frontline supports the program's investigative journalism by putting documentation of its findings online; and the developers of Google's Trendalyzer software describe its beginnings as animations that accompanied lectures about social and economic development in rural Africa. At the end of each chapter, Moggridge comments on the implications for designing media. Designing Media is illustrated with hundreds of images, with color throughout. A DVD accompanying the book includes excerpts from all of the interviews, and the material can be browsed at www.designing-media.com. Interviews with: Chris Anderson, Rich Archuleta, Blixa Bargeld, Colin Callender, Fred Deakin, Martin Eberhard, David Fanning, Jane Friedman, Mark Gerzon, Ira Glass, Nat Hunter, Chad Hurley, Joel Hyatt, Alex Juhasz, Jorge Just, Alex MacLean, Bob Mason, Roger McNamee, Jeremy Merle, Craig Newmark, Bruce Nussbaum, Alice Rawsthorn, Anna Rosling Rönnlund, Hans Rosling, Ola Rosling, Paul Saffo, Jesse Scanlon, DJ Spooky, Neil Stevenson, Arthur Sulzberger Jr., Shinichi Takemura, James Truman, Jimmy Wales, Tim Westergren, Ev Williams, Erin Zhu, Mark Zuckerberg

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In the golden age of American industrial design, Henry Dreyfuss Associates knew that there was more to design than just looking good. Products had to be good, crafted to work with the people who use them. With this in mind, HDA designers Niels Diffrient and Alvin R. Tilley created Humanscale, including its ingenious data selectors, providing access to over 60,000 human factors data points in one easily referenced, user-friendly portfolio of information. With these beautiful booklets and interactive data selectors, designers, engineers, architects, and inventors can reference data that serves as a starting point to design products for people. Humanscale 1/2/3 provides data on human body measurements, guidelines for designing seating and work surfaces, and design considerations for wheelchair users, handicapped, and elderly people. Humanscale 4/5/6 provides data on human strength, safety, controls, displays, and the dimensions of human heads, hands, and feet. Humanscale 7/8/9 provides data on standing and seated workspaces, private and public spaces, body access, light, and color. Republished by global innovation and design consultancy IA Collaborative through its ventures program in 2017, the Humanscale Reissue brings back an icon and the tools to design for people.

Human factors research impacts everything from the height of kitchen counters to the placement of automobile pedals to a book's type size. And in this updated and expanded version of the original landmark work, you'll find the research information necessary to create designs that better accommodate human need. Featuring more than 200 anthropometric drawings, this handbook is filled with all of the essential measurements of the human body and its relationship to the designed environment. You'll also discover guidelines for designing for children and the elderly, for the digital workplace, and for ADA compliance. Measurements are

in both English and metric units.

You've landed a job leading innovation. (It might not be called "innovation" exactly. Maybe you're responsible for growth or you're responsible for "new products," or services. Maybe you have your own startup and have been building your team or you've been asked to lead "transformation" or a labs group at a big company....) Congratulations! What do you do now? Where do you start? What do you need to know? What are your real job responsibilities? If you don't have a job description or it doesn't seem to fit (or if you never really looked at it), you'll need to come up with one for yourself that goes beyond a list of projects or hiring a team. That's where this book comes in. It's designed to be a tactical guide for you, the person charged with leading innovation, regardless of the product or domain, no matter the organizational structure you've inherited or are meant to create, no matter the process you've adopted or want to adopt, whether you work in a brand-new start up or a Fortune 500 corporation. It's for managers and consultants, design directors and chief innovation officers, board members, CEOs, and recruiters. It will help you juggle the needs of your team, your organization, and the projects, products, or services themselves. It will give you a framework for problem-solving your approach to innovation when the pressure to solve big problems feels bigger than ever.

In the mid-twentieth century, Henry Dreyfuss—widely considered the father of industrial design—pioneered a user-centered approach to design that focuses on studying people's behaviors and attitudes as a key first step in developing successful products. In the intervening years, user-centered design has expanded to undertake the needs of differently abled users and global populations as well as the design of complex systems and services. Beautiful Users

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explores the changing relationship between designers and users and considers a range of design methodologies and practices, from user research to hacking, open source, and the maker culture.

Learn how UX and design thinking can make your site stand out from the rest of the internet. About This Book Learn everything you need to know about UX for your Web Design. Design B2B, B2C websites that stand out from the competitors with this guide Enhance your business by improving customer accessibility and retention. Who This Book Is For If you're a designer, developer, or just someone who has the desire to create websites that are not only beautiful to look at but also easy to use and fully accessible to everyone, including people with special needs, UX for the Web will provide you with the basic building blocks to achieve just that. What You Will Learn Discover the fundamentals of UX and the User-Centered Design (UCD) Process. Learn how UX can enhance your brand and increase user retention Learn how to create the golden thread between your product and the user Use reliable UX methodologies to research and analyze data to create an effective UX strategy Bring your UX strategy to life with wireframes and prototypes Set measurable metrics and conduct user tests to improve digital products Incorporate the Web Content Accessibility Guidelines (WCAG) to create accessible digital products In Detail If you want to create web apps that are not only beautiful to look at, but also easy to use and fully accessible to everyone, including people with special needs, this book will provide you with the basic building blocks to achieve just that. The book starts with the basics of UX, the relationship between Human-Centered Design (HCD), Human-Computer Interaction (HCI), and the User-Centered Design (UCD) Process; it gradually takes you through the best practices to create a web app that stands out from your competitors. You'll

also learn how to create an emotional connection with the user to increase user interaction and client retention by different means of communication channels. We'll guide you through the steps in developing an effective UX strategy through user research and persona creation and how to bring that UX strategy to life with beautiful, yet functional designs that cater for complex features with micro interactions. Practical UX methodologies such as creating a solid Information Architecture (IA), wireframes, and prototypes will be discussed in detail. We'll also show you how to test your designs with representative users, and ensure that they are usable on different devices, browsers and assistive technologies. Lastly, we'll focus on making your web app fully accessible from a development and design perspective by taking you through the Web Content Accessibility Guidelines (WCAG). Style and Approach This is an easy-to-understand step-by-step guide with full of examples to that will help you in creating good UX for your web applications.

Conventional product development focuses on the solution. Empathy is a mindset that focuses on people, helping you to understand their thinking patterns and perspectives. Practical Empathy will show you how to gather and compare these patterns to make better decisions, improve your strategy, and collaborate successfully.

DON'T use comic sans (except ironically!) but DO worship the classic typefaces like Helvetica and Garamond. Graphic Design Rules is a handy guide for professional graphic designers, students, and laymen who incorporate graphic design into their job or small business. Packed with practical advice, this spirited collection of design dos and don'ts takes readers through 365 rules like knowing when to use a modular grid—and when to throw the grid out the window. All designers will appreciate tips and lessons from these highly accomplished authors, who draw

on years of experience to help you create good design.

Master the art of user-centric planning and design This thoroughly revised guide offers complete coverage of the latest trends and advances in ergonomics and psychology and lays out practical applications for today's designers. Written by a team of experts, *Human Factors and Ergonomics Design Handbook, Third Edition*, shows how to maximize functionality while reducing injuries and minimizing the impact on physical and psychological health. The ubiquitous use of smartphones, tablets, and other high-tech equipment is discussed in full detail. New chapters explain medical systems, robotics, handheld devices, cognitive workload, and the motion environment. Inside, you'll find human-friendly design techniques for:

- Architecture, transportation, and industrial systems
- Military, space, communications, agriculture, and consumer product systems
- Doors, windows, hatches, and equipment closures
- Parking, walkways, hallways, catwalks, and sidewalks
- Ramps, stairs, elevators, escalators, and moving walkways
- Bathrooms, restrooms, locker rooms, bedrooms, and berthing subsystems
- Kitchens, galleys, dining rooms, and food service facilities
- Offices, auditoriums, theaters, sports facilities, and special workplaces
- Lighting and sound systems, furniture, and appliances
- Visual and auditory displays, computer controls, fasteners, and tools

This groundbreaking anthology is the first to focus exclusively on the history of industrial design. With essays written by some of the greatest designers, visionaries, policy makers, theorists, critics and historians of the past two centuries, this book traces the history of industrial design, industrialization, and mass production in the United States and throughout the world.

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.

The Humanscale series is an important toolkit for everyone who designs for the human body. It incorporates the extensive amount of human engineering data compiled and organized by Henry Dreyfuss Associates throughout the twentieth century, including research of anthropologists, psychologists, scientists, human engineers, and medical experts. Originally published in 1974, Humanscale 1/2/3 consists of pictorial selectors equipped with rotary dials. This portfolio contains three selectors (two sides each) which present over 20,000 bits of information, encompassing anthropometry, guidelines for seating design, and requirements for the handicapped and elderly. Men, women, and children; large and small; are represented. Measurements are given in metric as well as English units. Engineers, architects, industrial designers, planners, interior and furniture designers, and craftsmen will find that the selectors minimize their searching through numerous and conflicting sources and unreliable information. The Humanscale materials are not a panacea, of course. More detailed studies dealing with interior space, safety, human strength and movement, displays, vision, reach, and controls should also be consulted. The selectors should be used in a creative way, and models and mock-ups based on the data should be tried out with the intended users.

"Industrial design is a fundamental component of the traditional consumer experience. This

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book traces the history of industrial design over three centuries, beginning with the eighteenth-century industrial revolution. It identifies the major figures, organizations, styles and evolutionary events of the profession"--

One of hte nation's leading industrial designers discusses his own life and accomplishments, from creating the Studebaker to designing the packaging for Lucky Strikes. (Fine Arts)

"The story of American design, told through works selected from the collection of the Museum of Modern Art, New York" -- from back cover.

With the coming flood of connected products, many UX and interaction designers are looking into hardware design, a discipline largely unfamiliar to them. If you're among those who want to blend digital and physical design concepts successfully, this practical book helps you explore seven long-standing principles of industrial design. Two present and former design directors at IDEO, the international design and innovation firm, use real-world examples to describe industrial designs that are sensorial, simple, enduring, playful, thoughtful, sustainable, and beautiful. You'll learn how to approach, frame, and evaluate your designs as they extend beyond the screen and into the physical world. Sensorial: create experiences that fully engage our human senses Simple: design simple products that provide overall clarity in relation to their purpose Enduring: build products that wear well and live on as classics Playful: use playful design to go beyond functionality and create emotional connections Thoughtful: observe people's struggles and anticipate their needs Sustainable: design products that reduce environmental impact Beautiful: elevate the experience of everyday products through beauty This book explores the career of one of the twentieth century's foremost

theatrical and industrial designers. This book outlines the career of this complex and influential man through approximately fifty projects, bringing together never before exhibited drawings, models, photographs and films. Norman Bel Geddes was an innovative stage designer, director, producer, architect, industrial designer, futurist and urban planner. His professional credo was to simplify, to unify, to use form to communicate and, at times, shape function and to question the status quo. His research based approach to problem solving followed by his complete re imagining of a design problem, as if starting from scratch, resulted in the creation of a new, ideal product. hroughout his multi faceted career, Bel Geddes was a paradoxical figure made up of equal parts visionary and pragmatist, naturalist and industrialist, democrat and egoist. A number of products and practices now taken for granted can be traced directly back to Bel Geddes. His impact on the American landscape ranges from the U.S. federal highway system to all weather sports stadiums, revolving restaurants, modular domestic appliances and stylish home entertainment systems.

Born in Paris in 1893 and trained as an engineer, Raymond Loewy revolutionized twentieth-century American industrial design. Combining salesmanship and media savvy, he created bright, smooth, and colorful logos for major corporations that included Greyhound, Exxon, and Nabisco. His designs for Studebaker

automobiles, Sears Coldspot refrigerators, Lucky Strike cigarette packs, and Pennsylvania Railroad locomotives are iconic. Beyond his timeless designs, Loewy carefully built an international reputation through the assiduous courting of journalists and tastemakers to become the face of both a new profession and a consumer-driven vision of the American dream. In *Streamliner*, John Wall traces the evolution of an industry through the lens of Loewy's eclectic life, distinctive work, and invented persona. How, he asks, did Loewy build a business while transforming himself into a national brand a half century before "branding" became relevant? Placing Loewy in context with the emerging consumer culture of the latter half of the twentieth century, Wall explores how his approach to business complemented—or differed from—that of his well-known contemporaries, including industrial designers Henry Dreyfuss, Walter Teague, and Norman Bel Geddes. Wall also reveals how Loewy tailored his lifestyle to cement the image of "designer" in the public imagination, and why the self-promotion that drove Loewy to the top of his profession began to work against him at the end of his career. *Streamliner* is an important and engaging work on one of the longest-lived careers in industrial design.

From posters to cars, design is everywhere. While we often discuss the aesthetics of design, we don't always dig deeper to unearth the ways design can

overtly, and covertly, convince us of a certain way of thinking. *How Design Makes Us Think* collects hundreds of examples across graphic design, product design, industrial design, and architecture to illustrate how design can inspire, provoke, amuse, anger, or reassure us. Graphic designer Sean Adams walks us through the power of design to attract attention and convey meaning. The book delves into the sociological, psychological, and historical reasons for our responses to design, offering practitioners and clients alike a new appreciation of their responsibility to create design with the best intentions. *How Design Makes Us Think* is an essential read for designers, advertisers, marketing professionals, and anyone who wants to understand how the design around us makes us think, feel, and do things.

Human factors considerations are increasingly being incorporated into the product design process. Users are seen more as being important factors in the overall look and usability of products than just as passive users. We are now treated as cognitive and physical components of the person/product system. The author, who is one of the leading lights in the field of cognitive ergonomics, looks at approaches that assume that if a task can be accomplished with a reasonable degree of efficiency and within acceptable levels of comfort, then the product can be seen as fitting to the user. In this book it is argued that in practice these

approaches can be dehumanizing. People are more than merely physical and cognitive processors. They have hopes, fears, dreams, values and aspirations, indeed these are the very things that make us human. Designing Pleasurable Products looks both at and beyond usability, considering how products can appeal to use holistically, leading to products that are a joy to own.

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