

Designing Identity The Power Of Textiles In Late Antiquity

Women of every culture and society are facing the dilemma of identity. Traditional views of what it means to be a woman and changing cultural and marital roles are causing women conflict in their relationships with men. Women are under tremendous stress as they struggle to discover who they are and what role they are to play today—in the family, the community, and the world. In this expanded edition of *Understanding the Purpose and Power of Women*, now with helpful study questions following each chapter, best-selling author Dr. Myles Munroe examines societies' attitudes toward women and addresses vital issues such as: Are women and men equal? How is a woman unique from a man? What does the Bible really teach about women? Is the woman to blame for the fall of mankind? What are the purpose and design of the woman? Should women be in leadership? What is a woman's basic communication style? What are a woman's emotional and sexual needs? What is a woman's potential? To live successfully in the world, women need a new awareness of who they are and new skills to meet today's challenges. Whether you are a woman or a man, married or single, this book will help you to understand the woman as she was meant to be.

National symbols, modern totems with ancient roots, remain entities for which men and women continue to march, debate, fight, and die. Modern political leaders still drape their campaigns in such symbols; modern revolutionaries still defile them. *Identity Designs* explores the source of this long-standing power--the way national symbols are selected, the manner in which their meaning is conveyed, their potential effects, and the sustenance of their power. In particular, the book charts the role of design in the selection of symbolic images, thus demonstrating that symbols are chosen not just for what they convey, but how they convey their message. Karen Cerulo shows that the symbolic designs of a nation's identity are not simply the products of indigenous characteristics, as conventional wisdom might suggest. Rather, the banners and songs by which nations represent themselves are generated by broad social forces that transcend the peculiarities of any one nation. Cerulo's analysis acquaints readers with a set of social structural factors that delimit rules of symbolic expression. Further, the book suggests the benefits of adhering to these rules and explores the costs of violating them.

Best-selling author Myles Munroe examines cultural attitudes toward men and discusses the purpose God has given them.

D_Tex is proposed as a hub around which it is possible to look at textiles in their different forms, in order to better understand, study, adapt and project them for the future. It is intended to build a flow of ideas and concepts so that participants can arrive at new ideas and concepts and work them in their own way, adapting

them to their objectives and research. D_Tex is intended as a space for sharing and building knowledge around textile material in order to propose new understandings and explorations. Present in all areas of knowledge, the textile material bets on renewed social readings and its evolutions to constantly reinvent itself and enable innovative cultural and aesthetic dimensions and unexpected applications to solve questions and promote new knowledge. D_Tex proposes to promote discussion and knowledge in the different areas where textiles, with all their characteristics, can ensure an important contribution, combining material and immaterial knowledge, innovative and traditional techniques, technological and innovative materials and methods, but also new organization and service models, different concepts and views on teaching. With the renewed idea of the intrinsic interdisciplinarity of design and sharing with different areas that support each other, the research and practice of textiles was proposed by the D_TEX Textile Design Conference 2019, held June 19-21, 2019 at the Lisbon School of Architecture of the University of Lisbon, Portugal under the theme "In Touch" where, as broadly understood as possible, different areas of textiles were regarded as needing to keep in touch with each other and end users in order to promote and share the best they can offer for the welfare of their users and consumers.

"Showcasing a comprehensive collection of contemporary product and graphic design from South Korea, this book explores the country's current design culture between tradition and the future" -- Publisher's website.

The first edition of *Architecture, Power, and National Identity*, published in 1992, has become a classic, winning the prestigious Spiro Kostof award for the best book in architecture and urbanism. Lawrence Vale fully has fully updated the book, which focuses on the relationship between the design of national capitals across the world and the formation of national identity in modernity. Tied to this, it explains the role that architecture and planning play in the forceful assertion of state power. The book is truly international in scope, looking at capital cities in the United States, India, Brazil, Sri Lanka, Kuwait, Bangladesh, and Papua New Guinea.

Through a series of case studies from the mid-eighteenth century to the start of the twenty-first, this collection of essays considers the historical insights that ethno/auto/biographical investigations into the lives of individuals, groups and interiors can offer design and architectural historians. Established scholars and emerging researchers shed light on the methodological issues that arise from the use of these sources to explore the history of the interior as a site in which everyday life is experienced and performed, and the ways in which contemporary architects and interior designers draw on personal and collective histories in their practice. Historians and theorists working within a range of disciplinary contexts and historiographical traditions are turning to biography as means of exploring and accounting for social, cultural and material change - and this volume reflects that turn, representing the fields of architectural and design history, social history,

literary history, creative writing and design practice. Topics include masters and servants in eighteenth-century English kitchens; the lost interiors of Oscar Wilde's 'House Beautiful'; Elsa Schiaparelli's Surrealist spaces; Jean Genet, outlaws, and the interiors of marginality; and architect Lina Bo Bardi's 'Glass House', S?Paulo, Brazil.

Branding has reached a new frontier. In the future brands will have to appeal to more than one or two of the classic five senses. Branding expert Neil Gains shows both the science and the practical applications of how this can be done, and links symbolism and storytelling to sensory experience in brand marketing. Drawing on the latest research and design thinking he shows how brands can link storytelling archetypes and symbolism to customer experience to build a multi-sense phenomenon,. This groundbreaking book provides innovative branding tools for evaluating where a brand is on the sensory and storytelling scale, analyzing its potential and giving it a clear pathway to optimizing its unique sensory appeal.

"Rediscover the Power of your Identity is a remarkable book about remarkable life written by a remarkable young man". In the world where most people are unaware of the secret of knowing their identity, this book stands as a noble answer. In the world where lies replace righteousness and the search for power to replace the pursuit of purpose, ?this book offers both the recipe for a better understanding on the purpose of your existence and the road map to your destiny. The author of this book will help you to discover your inner potential and role as an agent of change in your relationship, occupation, home, village, and your entire country. Emphasizing the importance of identity the author argues that 'Whenever there is a change in an individual's identity there should be a change in determination " This is all about a change from inside out. Before you start changing your village and the world, you must change your inner person first. This is a starting point. Smart and successful people know this secret.

"Rediscover the Power of your Identity" is not about making lots of money rather about knowing God's purpose in your life. Furthermore, it is about knowing the redemption power, your potential and how to constructively influence people around you and the sort of impact you want to make in the world. Paul said, "I can do all things through Jesus Christ". He meant all things because he was fully aware of his new-identity. To know what counts and what doesn't in your life, ?you must read this Christ-centered book- "Rediscover the Power of your Identity". This book is for everyone who wants to live according to God's plan for humankind, for each one who does not want to be intoxicated with the falling worldly view and whoever wants to partner with God in transforming people in the world!

Ideals of character and beauty, and conceptions of self and society, were in flux during Late Antiquity, a period of extensive dramatic cultural upheaval for the Roman world, as the extraordinary growth of Christianity eclipsed paganism. Textiles from Late Antiquity document transformations of cultural traditions and

societal values at the most intimate level of the individual body and the home. These textile artifacts are fragile, preserved only in arid conditions, often in fragments, and only rarely intact. The textiles selected for the exhibition *Designing Identity* at New York University's Institute for the Study of the Ancient World present an aesthetic of vibrant colors, fine materials, technical virtuosity of professional production, and variations on designs that display personal identity in the clothing of men, women, and children, as well as hopes for prosperity and protection in the textile furnishings of households. Prized for their artistry since the earliest discoveries beginning at the turn of the nineteenth century, such textiles were eagerly collected by designers, artists, scholars, museums, and captains of industry. This exhibition catalogue explores the parallel histories of ancient textile production and consumption, and the modern business of collecting Late Antique textiles. Contributors include Jennifer Ball, Edward Bleiberg, Kathrin Colburn, Helen Evans, Christine Kondoleon, Brandie Ratliff, Thelma Thomas, and Elizabeth Williams. Exhibition schedule: Institute for the Study of the Ancient World New York University February 25, 2016 - May 22, 2016 <http://isaw.nyu.edu/exhibitions/design-identity>

In a world of increasing globalisation, where one high street becomes interchangeable with the next, *Identity by Design* addresses the idea of place-making and the concept of identity, looking at how these things can be considered as an integral part of the design process. Structured around a series of case studies including Prague, Mexico, Malaysia and Boston, the authors discuss an array of design approaches to explain and define the complex interrelated concepts. The concluding sections of the book suggest ideas for practical application in future design processes. With full colour images throughout, this book takes the discussion of place-identity to the next level, and will be valuable reading for all architects, urban designers, planners and landscape architects.

Challenging the notion that fashion and furniture were or are separate enterprises and distinct material aesthetic traditions, this collection focuses on three material and conceptual links central to understanding the relationship between interior design and fashion-the body, fabric, and space. The volume considers the changing visual, material and spatial character, methodological challenges posed by, and formal, political and historiographical significance of, a wide range of British, European and North American case studies since the eighteenth century. The volume's eleven case studies allow the reader to understand connecting notions behind the formation of interiors and fashionable clothing. The essays combine a wide range of significant and challenging new examples alongside powerful revisionary analyses of the various periods, artists, designers, and their best and significant objects. *Fashion, Interior Design and the Contours of Modern Identity* is concerned not only with fabric, but also with the body and the implications of embodiment in the practices of both design domains which are equally invested in the comfort, aesthetic pleasure, extension and support of the

body in different and yet seemingly identical ways.

Whether you're the project manager for your company's rebrand, or you need to educate your staff or your students about brand fundamentals, *Designing Brand Identity* is the quintessential resource. From research to brand strategy to design execution, launch, and governance, *Designing Brand Identity* is a compendium of tools for branding success and best practices for inspiration. 3 sections: brand fundamentals, process basics, and case studies. Over 100 branding subjects, checklists, tools, and diagrams. 50 case studies that describe goals, process, strategy, solution, and results. Over 700 illustrations of brand touchpoints. More than 400 quotes from branding experts, CEOs, and design gurus. "Designing Brand Identity is a comprehensive, pragmatic, and easy-to-understand resource for all brand builders—global and local. It's an essential reference for implementing an entire brand system." - Carlos Martinez Onaindia, Global Brand Studio Leader, Deloitte "Alina Wheeler explains better than anyone else what identity design is and how it functions. There's a reason this is the 5th edition of this classic." - Paula Scher, Partner, Pentagram "Designing Brand Identity is the book that first taught me how to build brands. For the past decade, it's been my blueprint for using design to impact people, culture, and business." - Alex Center, Design Director, The Coca-Cola Company "Alina Wheeler's book has helped so many people face the daunting challenge of defining their brand." - Andrew Ceccon, Executive Director, Marketing, FS Investments "If branding was a religion, Alina Wheeler would be its goddess, and *Designing Brand Identity* its bible." - Olka Kazmierczak, Founder, Pop Up Grupa "The 5th edition of *Designing Brand Identity* is the Holy Grail. This book is the professional gift you have always wanted." - Jennifer Francis, Director of Marketing, Communications, and Visitor Experience, Louvre Abu Dhabi

Identity management is the concept of providing a unifying interface to manage all aspects related to individuals and their interactions with the business. It is the process that enables business initiatives by efficiently managing the user life cycle (including identity/resource provisioning for people (users)), and by integrating it into the required business processes. Identity management encompasses all the data and processes related to the representation of an individual involved in electronic transactions. This IBM® Redbooks® publication provides an approach for designing an identity management solution with IBM Tivoli® Identity Manager Version 5.1. Starting from the high-level, organizational viewpoint, we show how to define user registration and maintenance processes using the self-registration and self-care interfaces as well as the delegated administration capabilities. Using the integrated workflow, we automate the submission/approval processes for identity management requests, and with the automated user provisioning, we take workflow output and automatically implement the administrative requests on the environment with no administrative intervention. This book is a valuable resource for security administrators and architects who wish to understand and implement a centralized identity

management and security infrastructure.

How to land, work with & retain large clients from a designer's perspective.

Hundreds of images illustrate successful effective branding campaigns.

The devastation of World War II left the Yugoslavian capital of Belgrade in ruins.

Communist Party leader Josip Broz Tito saw this as a golden opportunity to recreate the city through his own vision of socialism. In *Designing Tito's Capital*, Brigitte Le Normand analyzes the unprecedented planning process called for by the new leader, and the determination of planners to create an urban environment that would benefit all citizens. Led first by architect Nikola Dobrovic and later by Miloš Somborski, planners blended the predominant school of European modernism and the socialist principles of efficient construction and space usage to produce a model for housing, green space, and working environments for the masses. A major influence was modernist Le Corbusier and his Athens Charter published in 1943, which called for the total reconstruction of European cities, transforming them into compact and verdant vertical cities unfettered by slumlords, private interests, and traffic congestion. As Yugoslavia transitioned toward self-management and market socialism, the functionalist district of New Belgrade and its modern living were lauded as the model city of socialist man. The glow of the utopian ideal would fade by the 1960s, when market socialism had raised expectations for living standards and the government was eager for inhabitants to finance their own housing. By 1972, a new master plan emerged under Aleksandar Đorđević, fashioned with the assistance of American experts. Espousing current theories about systems and rational process planning and using cutting edge computer technology, the new plan left behind the dream for a functionalist Belgrade and instead focused on managing growth trends. While the public resisted aspects of the new planning approach that seemed contrary to socialist values, it embraced the idea of a decentralized city connected by mass transit. Through extensive archival research and personal interviews with participants in the planning process, Le Normand's comprehensive study documents the evolution of 'New Belgrade' and its adoption and ultimate rejection of modernist principles, while also situating it within larger continental and global contexts of politics, economics, and urban planning.

This chronologically arranged set of case studies looks at how interior design has constantly redefined itself as a manifestation of culture, from the eighteenth-century to the present day. The book looks at the amateur activities of female "home makers" in search of creative outlets and married couples seeking to modernize their homes as well as the contributions of early professional (female) "interior decorators," and later, (male) "interior designers." It also considers the more anonymous role of commercial enterprises, such as hairdressing salons, cruise ships or modern offices. Issues relating to interiority, gender, and the relationship of the public sphere are also considered opening up a new level of design historical enquiry.

"In an era of globalization, where the progressive deterioration of local values is a dominating characteristic, identity is seen as a fundamental need that encompasses all aspects of human life. One of these identities relates to place and the physical en"

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This book constitutes the thoroughly refereed post-conference proceedings of the 7th IFIP WG 9.2, 9.6/11.7, 11.4, 11.6 International Summer School, held in Trento, Italy, in September 2011. The 20 revised papers were carefully selected from numerous submissions during two rounds of reviewing. The book also contains two invited talks. The papers are organized in topical sections on privacy metrics and comparison, policies, privacy transparency in the age of cloud computing, privacy for mobile applications, consumer privacy, privacy for online communities, privacy for eHealth and eID applications, privacy attacks and problems, and ethics.

If you're not happy most of the time it's not because you don't have what you want, it's because you don't know who you are. Identity Design is the research-driven guide to powerful and generous living. If you want more meaning in your life, you need to answer this question: Who do you want to be? Written by Judge Frank, a juvenile Court judge in Detroit who has spent years transforming the lives of young people facing extreme challenges, this is a personal manual for identity design

Graphic Design Solutions is the most comprehensive, how-to reference on graphic design and typography. Covering print and interactive media, this book examines conceiving, visualizing and composing solutions to design problems, such as branding, logos, web design, posters, book covers, advertising, and more. Excellent illustrations of historical, modern and contemporary design are integrated throughout. The Fifth Edition includes expanded and updated coverage of screen media, including mobile, tablet, desktop web, and motion as well as new interviews, showcases, and case studies; new diagrams and illustrations; a broader investigation of creativity and concept generation; visualization and color; and an updated timeline. Accompanying this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Additional online-only chapters—Chapters 14 through 16—are available in PDF format on the student and instructor resource sites for this title, accessed via CengageBrain.com; search for this book, then click on the “Free Materials” tab. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The power of knowing who you are The world is rapidly changing and our beliefs are being challenged. Many of us are uncomfortable with the political, religious, and social changes taking place. This book offers a new approach to establishing a clear, resilient identity and enjoying a more positive, meaningful life. Irina Nevzlin's life experience and entrepreneurial background have led her to develop the understanding that our global world has made us all immigrants to some extent. This unique book offers a fresh perspective on how each of us can adapt with more ease to our ever-changing, complex world. This book answers the following questions: Why have previous definitions, systems, and identities become invalid? What does it mean to know who you are and where you belong? Why is it important to know who you are? What new skills do you need to thrive in this world? Who has these skills and why? How can you acquire those skills? Why the future is something to look forward to?

Every city has its unique and valuable identity, this identity is revealed through its physical and visual form, it is seen through the eyes of its residents and users. The city develops over time, and its identity evolves with it. Reflecting the rapid and constant changes the city is subjected to, Architecture and Arts, is the embodiment of the cultural, historical, and economical characteristics of the city. This conference was dedicated to the investigation of the different new approaches developed in Architecture and Contemporary arts. It has focused on the basis of urban life and identities. This volume provides discussions on the examples and tendencies in dealing with urban identities as well as the transformation of cities and urban cultures mentioned in terms of their form, identity, and their current art. Contemporary art, when subjected to experiments, continues to be produced in various directions, to be consumed and

to put forward new ideas. Art continuously renews itself, from new materials to different means of communication, from interactive works to computer games, from new approaches to perceptual paradigms and problems of city and nature of the millennium.

D_TEX presents itself as a starting point at a crossroads of ideas and debates around the complex universe of Textile Design in all its forms, manifestations and dimensions. The textile universe, allied to mankind since its beginnings, is increasingly far from being an area of exhausted possibilities, each moment proposing important innovations that need a presentation, discussion and maturation space that is comprehensive and above all inter- and transdisciplinary. Presently, the disciplinary areas where the textile area is present are increasing and important, such as fashion, home textiles, technical clothing and accessories, but also construction and health, among others, and can provide new possibilities and different disciplinary areas and allowing the production of new knowledge. D_TEX proposes to join the thinking of design, with technologies, tradition, techniques, and related areas, in a single space where ideas are combined with the technique and with the projectual and research capacity, thus providing for the creation of concepts, opinions, associations of ideas, links and connections that allow the conception of ideas, products and services. The interdisciplinary nature of design is a reality that fully reaches the textile material in its essence and its practical application, through the synergy and contamination by the different interventions that make up the multidisciplinary teams of research. The generic theme of D_TEX Textile Design Conference 2017, held at Lisbon School of Architecture of the University of Lisbon, Portugal on November 2-4, 2017, is Design the Future, starting from the crossroads of ideas and debates, a new starting point for the exploration of textile materials, their identities and innovations in all their dimensions.

This important study introduces the key theories of national identity, and relates them to the broad fields of product, graphic and fashion design. Javier Gimeno-Martinez approaches the inter-relationship between national identity and cultural production from two perspectives: the distinctive characteristics of a nation's output, and the consumption of design products within a country as a means of generating a national design landscape. Using case studies ranging from stamps in nineteenth century Russian-occupied Finland, to Coca-Cola as an 'American' drink in modern Trinidad and Tobago, he addresses concepts of essentialism, constructivism, geography and multiculturalism, and considers the works of key theorists, including Benedict Anderson, Eric Hobsbawm and Doreen Massey. This illuminating book offers the first comprehensive account of how national identity and cultural policy have shaped design, while suggesting that traditional formations of the 'national' are increasingly unsustainable in an age of globalisation, migration and cultural diversity. Javier Gimeno-Martinez is Lecturer in Design Cultures at the VU University Amsterdam, The Netherlands.

Online and virtual learning has developed into an essential aspect of learning technologies. A transdisciplinary perspective is needed to evaluate the interplay between social awareness and online virtual environments. Recent Advances in Applying Identity and Society Awareness to Virtual Learning is a critical academic publication that provides a robust examination of the social aspects of virtual learning by providing groundbreaking research on the use of 3D design thinking and cognitive apprenticeship in virtual learning spaces for team science, transdisciplinarity, idea

incubation, and curation. It also identifies new patterns, methods, and practices for virtual learning using enhanced educational technology that leverages artificial intelligence, cloud computing, and the Internet of Things (IoT) to integrate 3D immersive environments, augmented reality, games, simulations, and wearable technology, while also evaluating the impact of culture, community, and society on lifelong learning and self-determinism to address critical problems in education, such as STEM. Focusing on a broad range of topics including learning spaces, cloud computing, and organizational strategy, this publication is ideal for professionals, researchers, educators, and administrators.

Creating a brand identity is a fascinating and complex challenge for the graphic designer. It requires practical design skills and creative drive as well as an understanding of marketing and consumer behaviour. This practical handbook is a comprehensive introduction to this multifaceted process. Exercises and examples highlight the key activities undertaken by designers to create a successful brand identity, including defining the audience, analyzing competitors, creating mood boards, naming brands, designing logos, presenting to clients, rebranding and launching the new identity. Case studies throughout the book are illustrated with brand identities from around the world, including a diverse range of industries – digital media, fashion, advertising, product design, packaging, retail and more.

Steven DuPuis provides readers with a thoughtful packaging primer that covers the challenges of designing packaging for a competitive market in a very hardworking and relevant way. He addresses all aspects of the creative process, including choosing a package format, colours and materials, and final finishes.

How can we design places that fulfill urgent needs of the community, achieve environmental justice, and inspire long-term stewardship? By bringing community members to the table with designers to collectively create vibrant, important places in cities and neighborhoods. For decades, participatory design practices have helped enliven neighborhoods and promote cultural understanding. Yet, many designers still rely on the same techniques that were developed in the 1950s and 60s. These approaches offer predictability, but hold waning promise for addressing current and future design challenges. *Design as Democracy* is written to reinvigorate democratic design, providing inspiration, techniques, and case stories for a wide range of contexts. Edited by six leading practitioners and academics in the field of participatory design, with nearly 50 contributors from around the world, it offers fresh insights for creating meaningful dialogue between designers and communities and for transforming places with justice and democracy in mind.

This book constitutes the thoroughly refereed post conference proceedings of the 5th IFIP WG 9.2, 9.6/11.7, 11.4, 11.6/PrimeLife International Summer School, held in Nice, France, in September 2009. The 25 revised papers were carefully selected from numerous submissions during two rounds of reviewing. They are organized in topical sections on lifelong privacy, privacy for social network sites and collaborative systems, privacy for e-government applications, privacy and identity management for e-health and ambient assisted living applications, anonymisation and privacy-enhancing technologies, identity management and multilateral security, and usability, awareness and transparency tools.

Virtual worlds and other virtual environments offer an adaptable context for applied and

situated learning experiences. In this book, educators, instructional designers, librarians, administrators and scholars reflect on how to leverage constructivist, authentic, collaborative and complex interactive educational experiences through the use of these multisensory environments.

This book addresses two major issues in natural resource management and political ecology: the complex conflicting relationship between communities managing water on the ground and national/global policy-making institutions and elites; and how grassroots defend against encroachment, question the self-evidence of State-/market-based water governance, and confront coercive and participatory boundary policing ('normal' vs. 'abnormal'). The book examines grassroots building of multi-layered water-rights territories, and State, market and expert networks' vigorous efforts to reshape these water societies in their own image – seizing resources and/or aligning users, identities and rights systems within dominant frameworks. Distributive and cultural politics entwine. It is shown that attempts to modernize and normalize users through universalized water culture, 'rational water use' and de-politicized interventions deepen water security problems rather than alleviating them. However, social struggles negotiate and enforce water rights. User collectives challenge imposed water rights and identities, constructing new ones to strategically acquire water control autonomy and re-moralize their waterscapes. The author shows that battles for material control include the right to culturally define and politically organize water rights and territories. Andean illustrations from Peru, Ecuador, Bolivia and Chile, from peasant-indigenous life stories to international policy-making, highlight open and subsurface hydro-social networks. They reveal how water justice struggles are political projects against indifference, and that engaging in re-distributive policies and defying 'truth politics,' extends context-particular water rights definitions and governance forms.

A vast collection of identity projects broken down into three sections: corporate identities, online identities and identity redesign projects. Corporate design projects are some of the most lucrative and highly sought after graphic design projects available. This section explores the important role graphic design plays as part of a strategy for big business success and offers designers business-smart information on how to land, work with and keep large corporate clients - no matter what the size of the design firm. Top designers share their processes in creating these corporate identities - from initial client meetings and planning, through logo and brand development, to a wide variety of identity applications - including the electronic realm. Text highlights the strengths of each project and how the graphic design process and approach made for business success as well as tips on the best ways to attract and work with corporate clients (and garner return business). Working with online companies seeking to create and sustain online brands or with established companies struggling to migrate already-known and trusted brands to the web. Increasingly e-business. What makes an on-line brand strong? What are the potential pitfalls and untapped power sources for designers of online brands? How do you translate an existing brand to the world of the Internet? This section gets to the bottom of the secrets of brand design and explores the graphic techniques that help make on-line brands strong. By focusing on on-line identity and how it contributes to the success of the e-brand. Each case study is illustrated with the on-line logo, off-line logo (if applicable) and screen shots of the website. There may also be sketches or other materials illustrating the brand. Signature. How do top firms redesign this graphic signature without losing ground? This section offers readers a state-of-the-industry look at identity programs that modernize, reposition, define and spell renewed success. Using before and after examples, false starts, sketches, processes and finished work from South Africa, Mexico, Hong Kong, England, Korea, Italy, Norway, China and the United States.

It's the last studio before professional school, and the pressure is on... Representing the synthesis of our first year of architecture school and our shared identity as designers, Studio

