

Digital Principles And Design Donald D Givone Ebook

This junior level electronics text provides a foundation for analyzing and designing analog and digital electronics throughout the book. Extensive pedagogical features including numerous design examples, problem solving technique sections, Test Your Understanding questions, and chapter checkpoints lend to this classic text. The author, Don Neamen, has many years experience as an Engineering Educator. His experience shines through each chapter of the book, rich with realistic examples and practical rules of thumb. The Third Edition continues to offer the same hallmark features that made the previous editions such a success. Extensive Pedagogy: A short introduction at the beginning of each chapter links the new chapter to the material presented in previous chapters. The objectives of the chapter are then presented in the Preview section and then are listed in bullet form for easy reference. Test Your Understanding Exercise Problems with provided answers have all been updated. Design Applications are included at the end of chapters. A specific electronic design related to that chapter is presented. The various stages in the design of an electronic thermometer are explained throughout the text. Specific Design Problems and Examples are highlighted throughout as well.

Three chapters emphasize IC design, with SPICE simulations integrated into each one. * Concise, streamlined presentation of topics.

Digital Audio Theory: A Practical Guide bridges the fundamental concepts and equations of digital audio with their real-world implementation in an accessible introduction, with dozens of programming examples and projects. Starting with

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digital audio conversion, then segueing into filtering, and finally real-time spectral processing, Digital Audio Theory introduces the uninitiated reader to signal processing principles and techniques used in audio effects and virtual instruments that are found in digital audio workstations. Every chapter includes programming snippets for the reader to hear, explore, and experiment with digital audio concepts. Practical projects challenge the reader, providing hands-on experience in designing real-time audio effects, building FIR and IIR filters, applying noise reduction and feedback control, measuring impulse responses, software synthesis, and much more. Music technologists, recording engineers, and students of these fields will welcome Bennett's approach, which targets readers with a background in music, sound, and recording. This guide is suitable for all levels of knowledge in mathematics, signals and systems, and linear circuits. Code for the programming examples and accompanying videos made by the author can be found on the companion website, DigitalAudioTheory.com.

A foundational text offering a unified design vocabulary and a common methodology for maximizing the expressive power of digital artifacts. Digital artifacts from iPads to databases pervade our lives, and the design decisions that shape them affect how we think, act, communicate, and understand the world. But the pace of change has been so rapid that technical innovation is outstripping design. Interactors are often mystified and frustrated by their enticing but confusing new devices; meanwhile, product design teams struggle to articulate shared and enduring design goals. With *Inventing the Medium*, Janet Murray provides a unified vocabulary and a common methodology for the design of digital objects and environments. It will be an essential guide for both students and practitioners in this evolving field. Murray explains that innovative interaction designers should think of all objects

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made with bits—whether games or Web pages, robots or the latest killer apps—as belonging to a single new medium: the digital medium. Designers can speed the process of useful and lasting innovation by focusing on the collective cultural task of inventing this new medium. Exploring strategies for maximizing the expressive power of digital artifacts, Murray identifies and examines four representational affordances of digital environments that provide the core palette for designers across applications: computational procedures, user participation, navigable space, and encyclopedic capacity. Each chapter includes a set of Design Explorations—creative exercises for students and thought experiments for practitioners—that allow readers to apply the ideas in the chapter to particular design problems. Inventing the Medium also provides more than 200 illustrations of specific design strategies drawn from multiple genres and platforms and a glossary of design concepts.

Updated with the latest practices, trends, and developments from the field, **PRINCIPLES OF SUPPLY CHAIN MANAGEMENT: A BALANCED APPROACH, 4E** guides students step by step through the management of all supply chain activity while addressing real-world concerns related to domestic and global supply chains. Comprehensive, one-of-a-kind coverage encompasses operations, purchasing, logistics, and process integration. The text follows the natural flow through the supply chain--resulting in one of the most balanced approaches available. Well-organized chapters demonstrate the practical applications of supply chain management in today's workplace, and intriguing SCM Profiles provide abundant real-world business examples. In addition, the fourth edition includes revised and expanded end-of-chapter questions and problems. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Principles of Optimal Design puts the concept of optimal design on a rigorous foundation and demonstrates the intimate relationship between the mathematical model that describes a design and the solution methods that optimize it. Since the first edition was published, computers have become ever more powerful, design engineers are tackling more complex systems, and the term optimization is now routinely used to denote a design process with increased speed and quality. This second edition takes account of these developments and brings the original text thoroughly up to date. The book now includes a discussion of trust region and convex approximation algorithms. A new chapter focuses on how to construct optimal design models. Three new case studies illustrate the creation of optimization models. The final chapter on optimization practice has been expanded to include computation of derivatives, interpretation of algorithmic results, and selection of algorithms and software. Both students and practising engineers will find this book a valuable resource for design project work.

This text describes the theory of thermoelectric effects, both from a practical and a fundamental perspective, and presents many examples of applications of the theory to real materials. Have you ever dreamed of superpowers? Your own innate talents, magnified. Entirely new talents, enhanced. You yourself hold the keys to unlocking these abilities. All you lack is the know-how. With Superhuman by Design as your guide, you'll learn how to tap the deep wells of creativity within you and how to use that creativity to fuel the life you want - not the path someone else has mapped out for you. Live a life of imagination and passion. A life full of meaning and purpose. A life of possibilities, headlined by game-changing results. Drawing on the insights of design thinking, the experience from a decade of creative leadership in Fortune 100 companies, and lessons learned in the volatile world of tech

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startups, designer and entrepreneur Donald Burlock lays out an inspired strategy for the journey to becoming your boldest and most successful self. Not just at work, but in every aspect of your life. Go ahead - hit the launch button and live the superhuman life!

Principles of Computer System Design is the first textbook to take a principles-based approach to the computer system design. It identifies, examines, and illustrates fundamental concepts in computer system design that are common across operating systems, networks, database systems, distributed systems, programming languages, software engineering, security, fault tolerance, and architecture. Through carefully analyzed case studies from each of these disciplines, it demonstrates how to apply these concepts to tackle practical system design problems. To support the focus on design, the text identifies and explains abstractions that have proven successful in practice such as remote procedure call, client/service organization, file systems, data integrity, consistency, and authenticated messages. Most computer systems are built using a handful of such abstractions. The text describes how these abstractions are implemented, demonstrates how they are used in different systems, and prepares the reader to apply them in future designs. The book is recommended for junior and senior undergraduate students in Operating Systems, Distributed Systems, Distributed Operating Systems and/or Computer Systems Design courses; and professional computer systems designers. Features: Concepts of computer system design guided by fundamental principles. Cross-cutting approach that identifies abstractions common to networking, operating systems, transaction systems, distributed systems, architecture, and software engineering. Case studies that make the abstractions real: naming (DNS and the URL); file systems (the UNIX file system); clients and services (NFS);

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virtualization (virtual machines); scheduling (disk arms); security (TLS). Numerous pseudocode fragments that provide concrete examples of abstract concepts. Extensive support. The authors and MIT OpenCourseWare provide on-line, free of charge, open educational resources, including additional chapters, course syllabi, board layouts and slides, lecture videos, and an archive of lecture schedules, class assignments, and design projects.

Unlike books currently on the market, this book attempts to satisfy two goals: combine circuits and electronics into a single, unified treatment, and establish a strong connection with the contemporary world of digital systems. It will introduce a new way of looking not only at the treatment of circuits, but also at the treatment of introductory coursework in engineering in general. Using the concept of "abstraction," the book attempts to form a bridge between the world of physics and the world of large computer systems. In particular, it attempts to unify electrical engineering and computer science as the art of creating and exploiting successive abstractions to manage the complexity of building useful electrical systems. Computer systems are simply one type of electrical systems. +Balances circuits theory with practical digital electronics applications. +Illustrates concepts with real devices. +Supports the popular circuits and electronics course on the MIT OpenCourse Ware from which professionals worldwide study this new approach. +Written by two educators well known for their innovative teaching and research and their collaboration with industry. +Focuses on contemporary MOS technology.

The Fourth edition of this well-received text continues to provide coherent and comprehensive coverage of digital circuits. It is designed for the undergraduate students pursuing courses in areas of engineering disciplines such as Electrical and Electronics, Electronics and Communication,

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Electronics and Instrumentation, Telecommunications, Medical Electronics, Computer Science and Engineering, Electronics, and Computers and Information Technology. It is also useful as a text for MCA, M.Sc. (Electronics) and M.Sc. (Computer Science) students. Appropriate for self study, the book is useful even for AMIE and grad IETE students. Written in a student-friendly style, the book provides an excellent introduction to digital concepts and basic design techniques of digital circuits. It discusses Boolean algebra concepts and their application to digital circuitry, and elaborates on both combinational and sequential circuits. It provides numerous fully worked-out, laboratory tested examples to give students a solid grounding in the related design concepts. It includes a number of short questions with answers, review questions, fill in the blanks with answers, multiple choice questions with answers and exercise problems at the end of each chapter. This pocket edition of the bestselling design reference book contains 150 essential principles.

Description: Building on Fundamentals of Electronics Circuit Design, David and Donald Comer's new text, Advanced Electronic Circuit Design, extends their highly focused, applied approach into the second and third semesters of the electronic circuit design sequence. This new text covers more advanced topics such as oscillators, power stages, digital/analog converters, and communications circuits such as mixers, and detectors. The text also includes technologies that are emerging. Advanced Electronic Circuit Design focuses exclusively on MOSFET and BJT circuits, allowing students to explore the fundamental methods of electronic circuit analysis and design in greater depth. Each type of circuit is first introduced without reference to the type of device used for implementation. This initial discussion of general principles establishes a firm foundation on which to proceed to circuits using the actual devices. Features: 1.

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Provides concise coverage of several important electronic circuits that are not covered in a fundamentals textbook. 2. Focuses on MOSFET and BJT circuits, rather than offering exhaustive coverage of a wide range of devices and circuits. 3. Includes an Important Concepts summary at the beginning of each section that direct the reader's attention to these key points. 4. Includes several Practical Considerations sections that relate developed theory to practical circuits. Instructor Supplements: ISBN SUPPLEMENT DESCRIPTION Online Solutions Manual Brief Table of Contents: 1. Introduction 2. Fundamental Power Amplifier Stages 3. Advanced Power Amplification 4. Wideband Amplifiers 5. Narrowband Amplifiers 6. Sinusoidal Oscillators 7. Basic Concepts in Communications 8. Amplitude Modulation Circuits 9. Angle Modulation Circuits 10. Mixed-Signal Interfacing Circuits 11. Basic Concepts in Filter Design 12. Active Synthesis 13. Future Directions

This volume examines the dynamic relationship between the body, clothing, and identity in sub-Saharan Africa and raises questions that have previously been directed almost exclusively to a Western and urban context. Unusual in its treatment of the body surface as a critical frontier in the production and authentication of identity, *Clothing and Difference* shows how the body and its adornment have been used to construct and contest social and individual identities in Nigeria, Zimbabwe, Tanzania, Kenya, and other African societies during both colonial and post-colonial times.

Grounded in the insights of anthropology and history and influenced by developments in cultural studies, these essays investigate the relations between the personal and the public, and between ideas about the self and those about the family, gender, and national groups. They explore the bodily and material creation of the changing identities of women, spirits, youths, ancestors, and entrepreneurs through a consideration

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of topics such as fashion, spirit possession, commodity exchange, hygiene, and mourning. By taking African societies as its focus, *Clothing and Difference* demonstrates that factors considered integral to Western social development—heterogeneity, migration, urbanization, transnational exchange, and media representation—have existed elsewhere in different configurations and with different outcomes. With significance for a wide range of fields, including gender studies, cultural studies, art history, performance studies, political science, semiotics, economics, folklore, and fashion and textile analysis/design, this work provides alternative views of the structures underpinning Western systems of commodification, postmodernism, and cultural differentiation. Contributors. Misty Bastian, Timothy Burke, Hildi Hendrickson, Deborah James, Adeline Masquelier, Elisha Renne, Johanna Schoss, Brad Weiss

Concepts of Biology is designed for the single-semester introduction to biology course for non-science majors, which for many students is their only college-level science course. As such, this course represents an important opportunity for students to develop the necessary knowledge, tools, and skills to make informed decisions as they continue with their lives. Rather than being mired down with facts and vocabulary, the typical non-science major student needs information presented in a way that is easy to read and understand. Even more importantly, the content should be meaningful. Students do much better when they understand why biology is relevant to their everyday lives. For these reasons, *Concepts of Biology* is grounded on an

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evolutionary basis and includes exciting features that highlight careers in the biological sciences and everyday applications of the concepts at hand. We also strive to show the interconnectedness of topics within this extremely broad discipline. In order to meet the needs of today's instructors and students, we maintain the overall organization and coverage found in most syllabi for this course. A strength of Concepts of Biology is that instructors can customize the book, adapting it to the approach that works best in their classroom. Concepts of Biology also includes an innovative art program that incorporates critical thinking and clicker questions to help students understand--and apply--key concepts.

This book takes an authoritative introduction to basic principles of digital design and practical requirements in both board-level and VLSI systems. Digital Design covers the most widespread logic design practices while building a solid foundation of theoretical and engineering principles. This easy-to-follow book uses a practical writing style. Includes low voltage and LVCMOS/LVTTL. Coverage of Complex Programmable Logic Devices (CPLDs) and Field-Programmable Gate Arrays (FPGAs). Introduction of HDL-based digital design Covers VHDL as well as ABEL. Including simulation and synthesis.

A guide to renovation design for architects and engineers.

In two editions spanning more than a decade, The Electrical Engineering Handbook stands as the definitive reference to the multidisciplinary field of electrical engineering. Our knowledge continues to grow, and so does the Handbook. For the third edition, it has expanded into a set of six books carefully focused on a specialized area or field of study. Each book represents a concise yet definitive collection of key concepts, models, and equations in its respective domain, thoughtfully gathered for convenient access. Computers, Software Engineering, and Digital Devices examines digital and logical devices, displays, testing, software, and computers, presenting the fundamental concepts needed to ensure a thorough understanding of each field. It treats the emerging fields of programmable logic, hardware description languages, and parallel computing in detail. Each article includes defining terms, references, and sources of further information. Encompassing the work of the world's foremost experts in their respective specialties, Computers, Software Engineering, and Digital Devices features the latest developments, the broadest scope of coverage, and new material on secure electronic commerce and parallel computing. Why we don't really want simplicity, and how we can learn to live with complexity. If only today's technology were simpler! It's the universal lament, but it's wrong. In this provocative and informative

book, Don Norman writes that the complexity of our technology must mirror the complexity and richness of our lives. It's not complexity that's the problem, it's bad design. Bad design complicates things unnecessarily and confuses us. Good design can tame complexity. Norman gives us a crash course in the virtues of complexity. Designers have to produce things that tame complexity. But we too have to do our part: we have to take the time to learn the structure and practice the skills. This is how we mastered reading and writing, driving a car, and playing sports, and this is how we can master our complex tools. Complexity is good. Simplicity is misleading. The good life is complex, rich, and rewarding—but only if it is understandable, sensible, and meaningful.

This junior-level electronics text provides a foundation for analyzing and designing analog and digital electronic circuits. Computer analysis and design are recognized as significant factors in electronics throughout the book. The use of computer tools is presented carefully, alongside the important hand analysis and calculations. The author, Don Neamen, has many years experience as an engineering educator and an engineer. His experience shines through each chapter of the book, rich with realistic examples and practical rules of thumb. The book is divided into three parts. Part 1 covers semiconductor devices and basic circuit

applications. Part 2 covers more advanced topics in analog electronics, and Part 3 considers digital electronic circuits.

Even the smartest among us can feel inept as we fail to figure out which light switch or oven burner to turn on, or whether to push, pull, or slide a door. The fault, argues this ingenious—even liberating—book, lies not in ourselves, but in product design that ignores the needs of users and the principles of cognitive psychology. The problems range from ambiguous and hidden controls to arbitrary relationships between controls and functions, coupled with a lack of feedback or other assistance and unreasonable demands on memorization. The Design of Everyday Things shows that good, usable design is possible. The rules are simple: make things visible, exploit natural relationships that couple function and control, and make intelligent use of constraints. The goal: guide the user effortlessly to the right action on the right control at the right time. In this entertaining and insightful analysis, cognitive scientist Don Norman hails excellence of design as the most important key to regaining the competitive edge in influencing consumer behavior. Now fully expanded and updated, with a new introduction by the author, The Design of Everyday Things is a powerful primer on how—and why—some products satisfy customers while others only frustrate them. SystemVerilog is a Hardware Description Language that

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enables designers to work at the higher levels of logic design abstractions that match the increased complexity of current day integrated circuit and field-programmable gate array (FPGA) designs. The majority of the book assumes a basic background in logic design and software programming concepts. It is directed at: * students currently in an introductory logic design course that also teaches SystemVerilog, * designers who want to update their skills from Verilog or VHDL, and * students in VLSI design and advanced logic design courses that include verification as well as design topics. The book starts with a tutorial introduction on hardware description languages and simulation. It proceeds to the register-transfer design topics of combinational and finite state machine (FSM) design - these mirror the topics of introductory logic design courses. The book covers the design of FSM-datapath designs and their interfaces, including SystemVerilog interfaces. Then it covers the more advanced topics of writing testbenches including using assertions and functional coverage. A comprehensive index provides easy access to the book's topics. The goal of the book is to introduce the broad spectrum of features in the language in a way that complements introductory and advanced logic design and verification courses, and then provides a basis for further learning. Solutions to problems at the end of chapters, and text copies of the SystemVerilog examples are available from the author as described in the Preface.

Digital Design and Computer Architecture: ARM Edition covers the fundamentals of digital logic design and

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reinforces logic concepts through the design of an ARM microprocessor. Combining an engaging and humorous writing style with an updated and hands-on approach to digital design, this book takes the reader from the fundamentals of digital logic to the actual design of an ARM processor. By the end of this book, readers will be able to build their own microprocessor and will have a top-to-bottom understanding of how it works. Beginning with digital logic gates and progressing to the design of combinational and sequential circuits, this book uses these fundamental building blocks as the basis for designing an ARM processor. SystemVerilog and VHDL are integrated throughout the text in examples illustrating the methods and techniques for CAD-based circuit design. The companion website includes a chapter on I/O systems with practical examples that show how to use the Raspberry Pi computer to communicate with peripheral devices such as LCDs, Bluetooth radios, and motors. This book will be a valuable resource for students taking a course that combines digital logic and computer architecture or students taking a two-quarter sequence in digital logic and computer organization/architecture. Covers the fundamentals of digital logic design and reinforces logic concepts through the design of an ARM microprocessor. Features side-by-side examples of the two most prominent Hardware Description Languages (HDLs)—SystemVerilog and VHDL—which illustrate and compare the ways each can be used in the design of digital systems. Includes examples throughout the text that enhance the reader's understanding and retention of key concepts and

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techniques. The Companion website includes a chapter on I/O systems with practical examples that show how to use the Raspberry Pi computer to communicate with peripheral devices such as LCDs, Bluetooth radios, and motors. The Companion website also includes appendices covering practical digital design issues and C programming as well as links to CAD tools, lecture slides, laboratory projects, and solutions to exercises.

Learn FileMaker® Pro 10 provides an excellent reference to FileMaker Inc.'s award-winning database program for both beginners and advanced developers. From converting files created with previous versions of FileMaker Pro and sharing data on the web to creating reports and sorting data, this book offers a hands-on approach to getting the most out of your FileMaker Pro databases. Learn how to use the completely redesigned Status area, now known as the Status toolbar; send e-mail right from FileMaker with the SMTP-based Send Mail option; build reports quickly and easily with the Saved Finds feature; automate your database with scripts and activate those scripts with the new script trigger feature; integrate your Bento data into your FileMaker files; work with the enhanced Web viewer. Here is the first comprehensive approach to managing design-in-process inventory from the bestselling author of "Developing Products in Half the Time". Donald Reinertsen reveals a transparent system for tracking, measuring, and managing invisible "design-in-process" inventory to achieve lower costs, higher profits, and better processes. 20 line drawings.

Principles of Management is designed to meet the scope

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and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

I see it all the time: Businesses implement the latest Agile and DevOps practices from the software industry, hoping that simply doing so will provide the required improvements. But months and even years later, they're still struggling. Similarly, I watch the software industry trying to learn and implement wholesale what the manufacturing industry did years ago. As it turns out, we can't just copy what others have done. Businesses need to understand the unique challenges of their company. And digital assets like software are very different from physical assets that are manufactured. Every business is different, and software development is different from manufacturing. Engineering the Digital Transformation provides systematic approaches to improving how software is developed for a broad range of applications. This book focuses on high-level principles for engineering improvements, leveraging as much as possible from manufacturing, and modifies them to address the unique characteristics and capabilities of software.

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Digital Principles and Design Palgrave Macmillan Digital Principles and Applications Universal Principles of Design, Revised and Updated 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach Through Design Rockport Pub

DIGITAL LOGIC offers the right balance of classical and up-to-date treatment of combinational and sequential logic design for a first digital logic design class. The author provides a thorough explanation of the design process, including completely worked examples beginning with simple examples and going on to problems of increasing complexity. This text contains PLD (Programmable Logic Design) coverage. Chapter 9 develops complete, worked EPROM, PLA, and EPLD design examples. The problems are developed in Chapter 7 as standard designs using SSI and MSI devices so that your students can see the difference between the two approaches.

A cross-disciplinary reference of design. Pairs common design concepts with examples that illustrate them in practice.

This is the only book on the market that has been conceived and deliberately written as a one-semester text on basic electric circuit theory. As such, this book employs a novel approach to the exposition of the material in which phasors and ac steady-state analysis are introduced at the beginning. This allows one to use phasors in the discussion of transients excited by ac sources, which makes the presentation of transients more comprehensive and meaningful. Furthermore, the

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machinery of phasors paves the road to the introduction of transfer functions, which are then used in the analysis of transients and the discussion of Bode plots and filters. Another salient feature of the text is the consolidation into one chapter of the material concerned with dependent sources and operational amplifiers.

Dependent sources are introduced as linear models for transistors on the basis of small signal analysis. In the text, PSpice simulations are prominently featured to reinforce the basic material and understanding of circuit analysis. Key Features * Designed as a comprehensive one-semester text in basic circuit theory * Features early introduction of phasors and ac steady-state analysis * Covers the application of phasors and ac steady-state analysis * Consolidates the material on dependent sources and operational amplifiers * Places emphasis on connections between circuit theory and other areas in electrical engineering * Includes PSpice tutorials and examples * Introduces the design of active filters *

Includes problems at the end of every chapter * Priced well below similar books designed for year-long courses For undergraduate/graduate-level foundation engineering courses. Covers the subject matter thoroughly and systematically, while being easy to read. Emphasizes a thorough understanding of concepts and terms before proceeding with analysis and design, and carefully integrates the principles of foundation engineering with their application to practical design problems.

Ten laws of simplicity for business, technology, and design that teach us how to need less but get more.

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Finally, we are learning that simplicity equals sanity. We're rebelling against technology that's too complicated, DVD players with too many menus, and software accompanied by 75-megabyte "read me" manuals. The iPod's clean gadgetry has made simplicity hip. But sometimes we find ourselves caught up in the simplicity paradox: we want something that's simple and easy to use, but also does all the complex things we might ever want it to do. In *The Laws of Simplicity*, John Maeda offers ten laws for balancing simplicity and complexity in business, technology, and design—guidelines for needing less and actually getting more. Maeda—a professor in MIT's Media Lab and a world-renowned graphic designer—explores the question of how we can redefine the notion of "improved" so that it doesn't always mean something more, something added on. Maeda's first law of simplicity is "Reduce." It's not necessarily beneficial to add technology features just because we can. And the features that we do have must be organized (Law 2) in a sensible hierarchy so users aren't distracted by features and functions they don't need. But simplicity is not less just for the sake of less. Skip ahead to Law 9: "Failure: Accept the fact that some things can never be made simple." Maeda's concise guide to simplicity in the digital age shows us how this idea can be a cornerstone of organizations and their products—how it can drive both business and technology. We can learn to simplify without sacrificing comfort and meaning, and we can achieve the balance described in Law 10. This law, which Maeda calls "The One," tells us: "Simplicity is about subtracting the obvious, and adding

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the meaningful."

Why attractive things work better and other crucial insights into human-centered design Emotions are inseparable from how we humans think, choose, and act. In Emotional Design, cognitive scientist Don Norman shows how the principles of human psychology apply to the invention and design of new technologies and products. In The Design of Everyday Things, Norman made the definitive case for human-centered design, showing that good design demanded that the user's must take precedence over a designer's aesthetic if anything, from light switches to airplanes, was going to work as the user needed. In this book, he takes his thinking several steps farther, showing that successful design must incorporate not just what users need, but must address our minds by attending to our visceral reactions, to our behavioral choices, and to the stories we want the things in our lives to tell others about ourselves. Good human-centered design isn't just about making effective tools that are straightforward to use; it's about making affective tools that mesh well with our emotions and help us express our identities and support our social lives. From roller coasters to robots, sports cars to smart phones, attractive things work better. Whether designer or consumer, user or inventor, this book is the definitive guide to making Norman's insights work for you.

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