

Digital Design: A Critical Introduction



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Reviews

Definitely among the best book I have possibly read. I have study and i am sure that i will going to go through once more once more later on. Your lifestyle span is going to be convert when you full looking at this publication.

(Prof. Damon Kautzer III)

DIGITAL DESIGN: A CRITICAL INTRODUCTION



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Bloomsbury Publishing PLC. Paperback. Book Condition: new. BRAND NEW, Digital Design: A Critical Introduction, Dean Bruton, Anthony Radford, Digital Design: A Critical Introduction provides a much-needed new perspective on designing with digital media. Linking ideas from media theory, generative design and creativity with examples from nature, art, architecture, industrial design, websites, animation and games, it addresses some fundamental questions about creative design with digital media. Featuring original material based on the authors' own research, the book argues that the recognition and understanding of the interplay of the two apparently opposing concepts of rules and contingency supports original thinking, creativity and innovation. Going beyond existing texts on the subject, Digital Design is an accessible primer whose innovative approach transcends the analysis of individual subfields - such as animation, games and website design - yet offers practical help within all of them.



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