"**Visual Research** is one of the most comprehensive, engaging and useful books of its kind. The text guides the reader through the creative process in a relevant and accessible way that clearly relates to the way design professionals and design students work. Throughout it highlights inspirational projects to illustrate the concepts covered, and on this level works as an engrossing archive."
Neil Leonard, Senior Lecturer at The Arts University College at Bournemouth, author of **Basics Graphic Design: Research Methods**

AVA Academia's **Required Reading Range: Course Reader** titles are designed to support visual arts students throughout the lifetime of an undergraduate degree. Packed with examples from students and professionals and fully illustrated with clear diagrams and inspiring imagery, they offer an essential exploration of the subject.

Visual Research is designed to lead you through the key skills of research methods in the study and practice of graphic design. The book focuses on defining a self-initiated research question, deciding on a suitable methodology and undertaking a research-led graphic design project as a student at undergraduate or postgraduate level.

This second edition includes eleven new case studies as well as end of chapter exercises, a new chapter on Visual Grammar and a foreword by Ellen Lupton, an internationally renowned graphic designer, writer, curator and educator.

Ian Noble is a designer, design educator and writer. He is the author and co-author of a number of books on graphic design and is a regular contributor to design magazines. He has taught full-time for the last twenty years and is currently working as the Coordinator for the MA/MFA in Communication Design at Kingston University.

Dr Russell Bestley is Head of Postgraduate Graphic Design at the London College of Communication. His work has been primarily concerned with graphic design research through education and practice. His current research centres on the second generation of UK Punk and Post Punk, and on DIY approaches to graphic design.

Visual Research
Ian Noble and Russell Bestley

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2nd edition

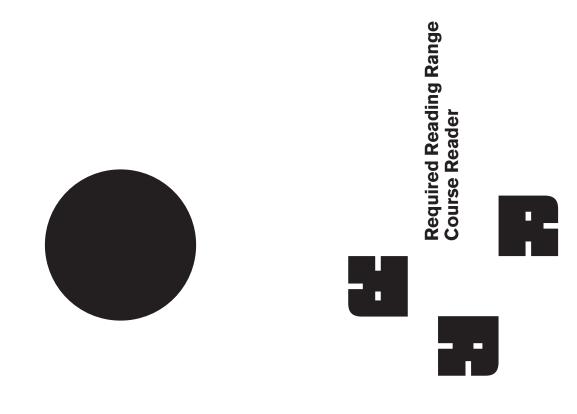**An Introduction to Research Methodologies in Graphic Design**

Ian Noble
Russell Bestley
Foreword by Ellen Lupton

Publisher's note

Ethical practice is well known, taught and discussed in the domains of medicine, law, science and sociology but was, until recently, rarely discussed in terms of the Applied Visual Arts. Yet design is becoming an increasingly integral part of our everyday lives and its influence on our society ever-more prevalent.

AVA Publishing believes that our world needs integrity; that the ramifications of our actions upon others should be for the greatest happiness and benefit of the greatest number. We do not set ourselves out as arbiters of what is 'good' or 'bad', but aim to promote discussion in an organised fashion for an individual's understanding of their own ethical inclination.

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