

Ian Noble and **Russell Bestley** are partners in the design practice Visual Research producing work for a range of clients including galleries and public institutions. Their design projects have been featured in journals, books and exhibitions around the world and they continue to lecture internationally, contributing to design conferences and events.

Ian Noble and Russell Bestley are the authors and designers of a number of books on graphic design. They have contributed articles to design journals such as *Eye*, *Emigré* and *Zed* and have published their own research in the book *We Interrupt the Programme*.

Currently they are both employed as design educators at the London College of Printing where they are responsible for the innovative MA programme in Typo/graphic Studies, and have developed an approach to design education based on the research methodologies outlined in this book.

THE AIM OF THIS BOOK IS TO PROVIDE AN INTRODUCTION TO THE IMPORTANT AREA OF RESEARCH IN GRAPHIC DESIGN PRACTICE, AND TO EXPLAIN THE KEY TERMS AND THEORIES THAT FORM THE BASIS OF DESIGN THINKING. VISUAL RESEARCH FEATURES A RANGE OF PREVIOUSLY UNSEEN CASE STUDIES WHICH HELP THE READER TO UNDERSTAND HOW THE USE OF RESEARCH METHODS CAN FORM THE BASIS OF A RIGOROUS AND EFFECTIVE APPROACH TO VISUAL COMMUNICATION AND DESIGN PROBLEM SOLVING.



VISUAL RESEARCH

IAN NOBLE AND RUSSELL BESTLEY

VISUAL RESEARCH

AN INTRODUCTION TO RESEARCH METHODOLOGIES IN GRAPHIC DESIGN

INVESTIGATION, ANALYSIS, SYNTHESIS, COMMUNICATION, EXPERIMENTATION, AUDIENCE, CRAFT, PRODUCTION, MATERIALS, SYSTEMS, METHOD, PROCESS, SEMIOTICS, SEMANTICS, RHETORIC, DESIGN

IAN NOBLE AND RUSSELL BESTLEY

Other titles in the ava academia imprint include:

The Fundamentals of Creative Design
Grids for the Dynamic Image
Visible Signs
Kiss & Sell
Basics Design: Format

Forthcoming titles in the same imprint include:

The Fundamentals of Photography
Visual Communication
Information Design
More than a Name
Basics Photography: Composition
Basics Design: Layout
Basics Design: Type

ava publishing sa
sales@avabooks.ch
www.avabooks.ch

