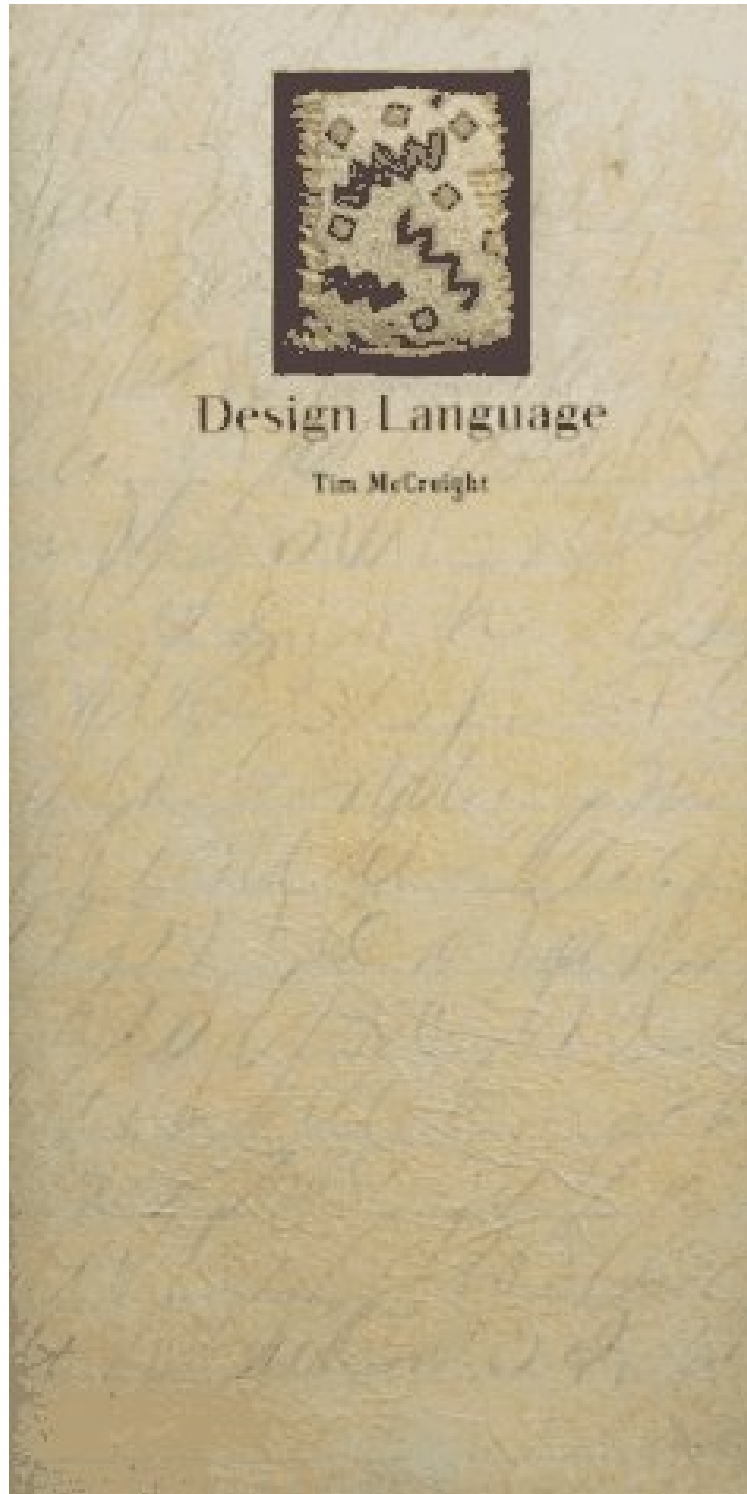


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Design Language

Tim McCreight

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Tim McCreight : Design Language before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design Language:

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Design Language brings fresh insight to students and practicing designers by examining the words they use. This compact volume presents 100 keywords with background etymology and commentary. Whether the word is as familiar as edge or perhaps new to you like synesthesia, you'll find yourself moving easily from one entry to the next, intrigued by the rich layers of meaning you discover. Design Language understands that a book can't teach design. Instead, it helps people learn design, by using vocabulary to explore style, form, and composition.

From the PublisherDesign Language was conceived as an alternative to the traditional approach to design texts, which rely on photographs, didactic explanations, and an imposed hierarchy. While each of these factors has merit, they come at the cost of allowing students and readers to discover personal definitions of design. The low cost and open spaces of this book invite readers to add to the text, truly shaping it into a valuable, idiosyncratic language. From the AuthorThis book was born from my experience as a college teacher. I find I'm most effective when I sneak up on a student and whisper a brief aside. As they sort out the connection between what they were thinking and an apparently unrelated observation, real learning takes place—light bulbs go off. I hope Design Language captures a little bit of this magic on the printed page. From the Inside FlapDid you ever notice the similarity between the words textile, texture and textbook? Would you be interested to know that they share the same Latin root, textus, which means "woven thing"? Knowing this enlarges our understanding of literature, where lines of words connect like warp and weft to make a fabric of meaning, and helps us realize the importance of structure in a tactile object. Each of the 100 basic art-related terms in Design Language is examined with scholarship and wit. Each keyword entry contains selected dictionary definitions, pronunciation guide, etymology, subjective commentary, a provocative quotation, and a list of associated terms.