



# The Design Process

*Karl Aspelund*

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Karl Aspelund is a seasoned explorer and guide through the seven stages of *The Design Process*. Beginning at Inspiration, readers travel through Identification, Conceptualization, Exploration/Refinement, Definition/Modeling, and Communication on the way to Production. The tour is enhanced by the accompanying Perspectives of designers who travel parallel paths in the design of fashion, interiors, industrial and consumer products, and public art projects. End-of-chapter exercises help students move their own design projects from the World of Imagination to the World of Objects. Appendices recommend readings for further exploration and serve as refreshers on design elements and principles; notable designers, architects, and artists; trend analysis; and major events and influences on design from the mid-1800s to the first decade of the twenty-first century.

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