



## The Design Process

By 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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### Editorial Review

#### About the Author

Karl Aspelund is a designer whose credits include over forty theatrical productions, four films, couture garments, exhibitions, graphic designs, murals, installations, and fashion photography art direction. Since 1996, he has been teaching design at the University of Rhode Island and designing in an artist's studio, where his recent work involves the development of biomimetic sculpture and structures shaped by environmental data.

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