



## Visual Thinking: For Design

*Colin Ware*

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Increasingly, designers need to present information in ways that aid their audience's thinking process. Fortunately, results from the relatively new science of human visual perception provide valuable guidance.

In Visual Thinking for Design, Colin Ware takes what we now know about perception, cognition, and attention and transforms it into concrete advice that designers can directly apply. He demonstrates how designs can be considered as tools for cognition - extensions of the viewer's brain in much the same way that a hammer is an extension of the user's hand.

Experienced professional designers and students alike will learn how to maximize the power of the information tools they design for the people who use them.

- Presents visual thinking as a complex process that can be supported in every stage using specific design techniques.
- Provides practical, task-oriented information for designers and software developers charged with design responsibilities.
- Includes hundreds of examples, many in the form of integrated text and full-color diagrams.
- Steeped in the principles of "active vision," which views graphic designs as cognitive tools.

## Visual Thinking: For Design Details

Date : Published April 18th 2008 by Morgan Kaufmann Publishers (first published April 4th 2008)

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## From Reader Review Visual Thinking: For Design for online ebook

### **Katja says**

This is more a book on visual perception, than on visual thinking. Filled with neuro-biological stuff like frontal lobes and cortex areas, which makes it difficult to read and increasingly boring. I find myself skipping the "scientific" parts forward to design parts. What remains is the good old Gestald theory. I expected, honestly, something more revolutionary. Am I spoiled?

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### **Carlos Allende says**

Pretty good. Clear examples and easy to read. I wish all text books were like this one!

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### **Vlad Golovach says**

As a MK book, it's OVERLY long and wordly. Still, nice to skim.

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### **irfan says**

Definitely a must-read for those engaged in the field of visual communication and design-related fields. The book manages to break down, into its littlest of technicality, the various ideas and perceptions that one should know in order to design better...visually. With its look at things from a 2.5D perspective, right up to the science, or common-science'ical of colour schematics and combination, the book has managed to bring forth the idea of how one can actually improve upon the visual design of things, be it in the areas of Graphic User Interface (GUI) design, graphic designs (2D or 3D), or even in the field of product design itself. And what is interesting is the idea that all these basic principles are actually applicable across all cultures, genders and even age groups, more so in this day and age whereby a product is more than just A product, but more so a manifestation of the company's ability to iconify it, and perhaps, just perhaps, make it to be the next 'IPOD'!

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### **Charles says**

I ordered this book from abebooks.com because it is the text book for the Data Visualisation course I am studying. The course is available at <http://www.cs171.org> I can watch the lectures, download the slides but I don't get access to the teaching staff unless I enrol in the course next year and pay the fees! I will see how I go "auditing" the course.

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