



# Visual Research: An Introduction to Research Methodologies in Graphic Design

*Ian Noble, Russell Bestley*

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- An ideal core text for research modules within visual arts degrees with more than 200 vibrant colour illustrations that bring the subject to life.
- Twelve inspirational student case studies put the ideas discussed into a real-world context.
- Also includes quick and easy explanations of key concepts and chapter exercises to help students apply their new knowledge to their own graphic design work.

Visual Research: An Introduction to Research Methodologies is a guide to the practice of researching for graphic design projects. The book explains the key terms and theories that underlie design research; examining the importance of audience, communication theory, semiotics and semantics. Inspirational case studies demonstrate how the use of rigorous research methods can form the basis of effective visual communication and design problem solving.

This new edition is packed with more than 200 color illustrations and includes all new case studies, end of chapter exercises, a new chapter on Visual Grammar and a foreword by Ellen Lupton, an internationally renowned graphic designer, writer, curator and educator.

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