



A Designer's Research Manual: Succeed in Design by Knowing Your Clients and What They Really Need (Design Field Guide)

By Jennifer Visocky O'Grady, Ken O'Grady

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Doing research can make all the difference between a great design and a good design. By engaging in competitive intelligence, customer profiling, color and trend forecasting, etc., designers are able to bring something to the table that reflects a commercial value for the client beyond a well-crafted logo or brochure. Although scientific and analytical in nature, research is the basis of all good design work. This book provides a comprehensive manual for designers on what design research is, why it is necessary, how to do research, and how to apply it to design work.

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Editorial Review

About the Author

Associate Professor Jennifer Visocky O'Grady is a graduate of the Kent State University Visual Communication Design program (B.S., & M.F.A.), and has been teaching at Cleveland State since the spring of 1999. She is also co-founder and principal of Enspace Inc. Associate Professor Jenn Visocky O'Grady is a graduate of the Kent State University Visual Communication Design program (B.S., & M.F.A.), and has been teaching at Cleveland State since the spring of 1999. She is also co-founder and principal of Enspace Inc. Ken Visocky O'Grady is an Assistant Professor of Visual Communication Design. He holds his BS/MFA from Kent State University. In addition to his teaching duties, Ken is a Principal at the Enspace Creative Group, a company that he co-founded in 1998 with his wife Jennifer.

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