

The Semantic Turn: New Foundations for Design

By Michael Rock

The Semantic Turn: New Foundations for Design is a groundbreaking book that challenges the traditional foundations of design and offers a new way of thinking about the field. Author Michael Rock argues that design is not simply about form and function, but also about meaning. He explores the ways in which design can communicate ideas, emotions, and values, and how it can be used to create more meaningful and sustainable experiences.



The Semantic Turn: A New Foundation for Design

by Klaus Krippendorff

★★★★☆ 4.4 out of 5

Language : English

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Print length : 368 pages

Screen Reader : Supported



Rock's approach is based on the idea that design is a form of communication. He argues that designers use visual, verbal, and spatial elements to create messages that can be interpreted by users. These messages can be explicit, such as the instructions on a product label, or they can be more subtle, such as the emotional response that a user experiences when interacting with a well-designed product.

Rock's book is divided into three parts. The first part explores the theoretical foundations of semantic design. He discusses the role of meaning in design, the different ways that design can communicate meaning, and the challenges of designing for meaning. The second part of the book provides a practical guide to semantic design. Rock offers a step-by-step process for designing for meaning, and he provides examples of how semantic design can be used in a variety of contexts.

The third part of the book looks at the future of semantic design. Rock argues that semantic design is essential for creating more meaningful and sustainable experiences. He discusses the ways in which semantic design can be used to address social and environmental problems, and he calls for a new generation of designers who are committed to using their skills to make the world a better place.

The Semantic Turn: New Foundations for Design is a must-read for anyone interested in the future of design. Rock's thought-provoking insights and practical advice will challenge your assumptions about design and inspire you to create more meaningful and sustainable experiences.

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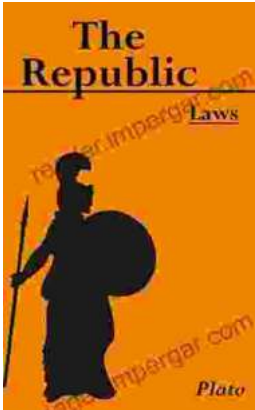
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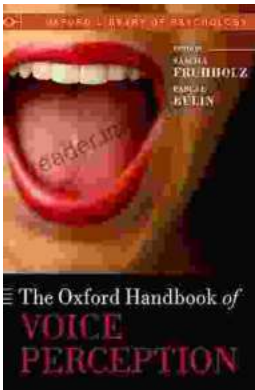
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