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Universidade Regional de Blumenau
Mariângela Hoffmann Lopes
1º Período de Design
Introdução ao Design

Seus trabalhos **vão além** do mero
caráter informativo.

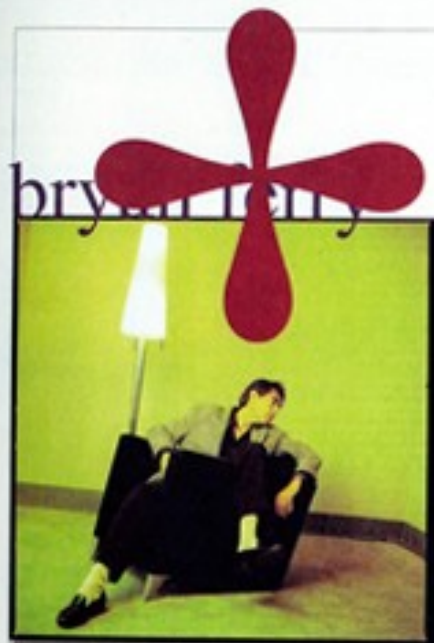


Photo: Bruce Marmoray for Art Spectrum

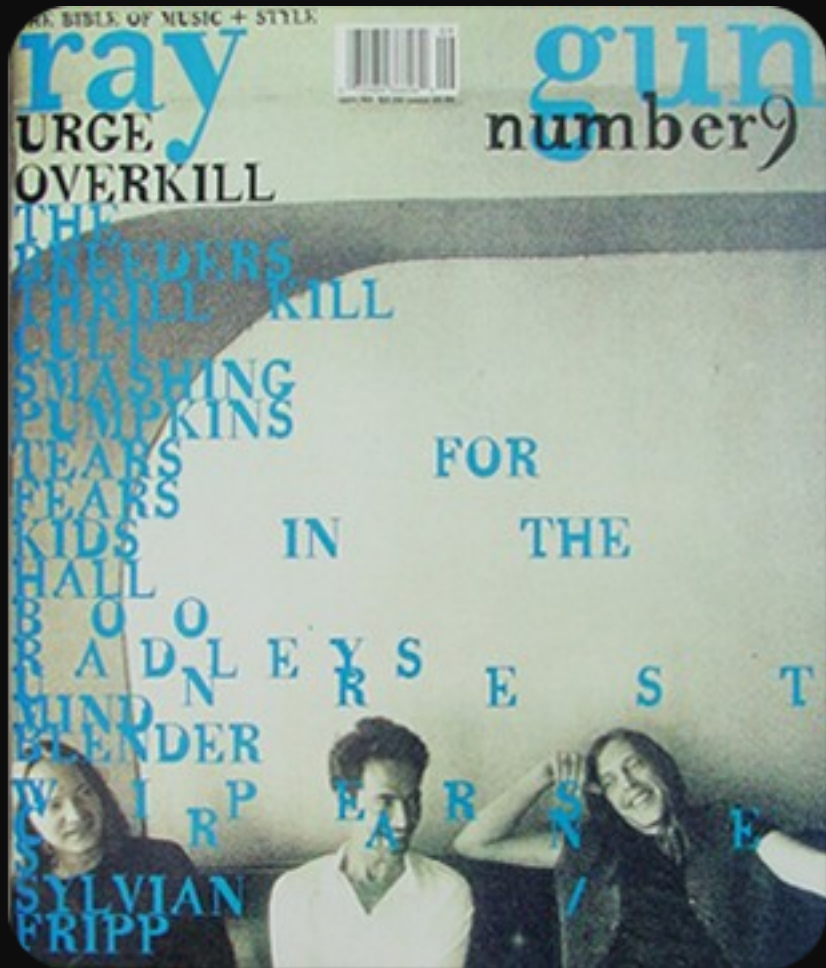
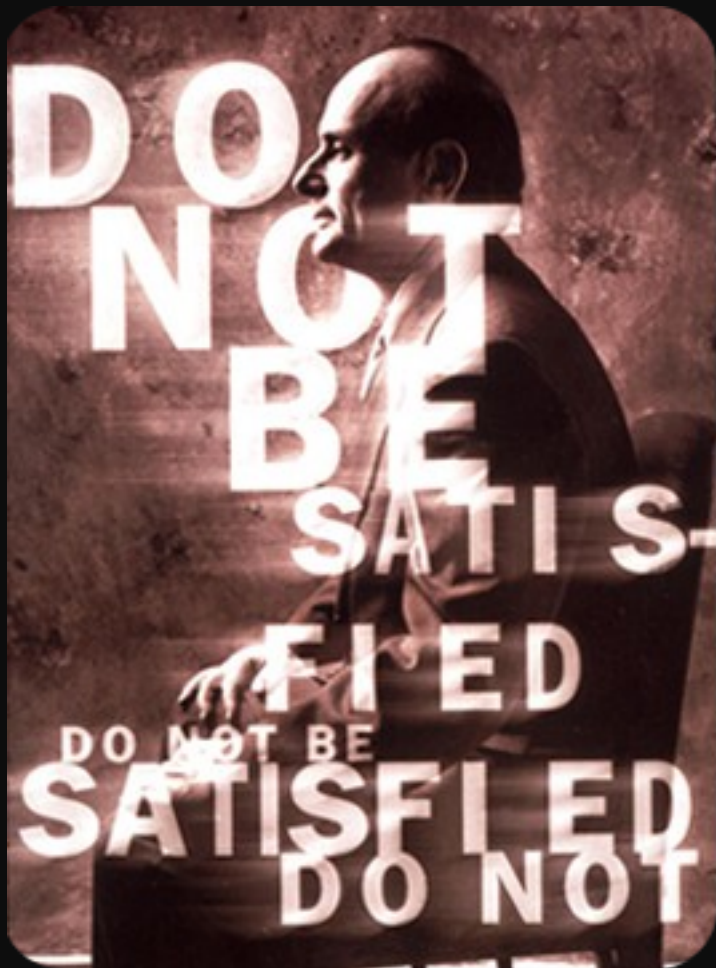


...the first step in the process of creating a new product is to identify the market need. This is often done through market research, which can be conducted in a variety of ways. One common method is to conduct focus groups, where a small group of people are brought together to discuss their thoughts and feelings about a particular product or service. Another method is to conduct surveys, which can be distributed to a large number of people. Both of these methods can provide valuable insights into what consumers want and need. Once the market need has been identified, the next step is to develop a product that meets that need. This often involves a process of prototyping, where a small-scale version of the product is created and tested. This allows the designer to see how the product will look and feel in the real world, and to make any necessary adjustments. Once the product has been developed, the next step is to launch it into the market. This can be done through a variety of channels, including retail stores, online retailers, and direct sales. The final step in the process is to monitor the product's performance in the market, and to make any necessary adjustments to the product or the marketing strategy. This is an ongoing process, and it is important to stay on top of the latest trends and consumer preferences. By following these steps, a designer can create a product that is both innovative and successful in the market.

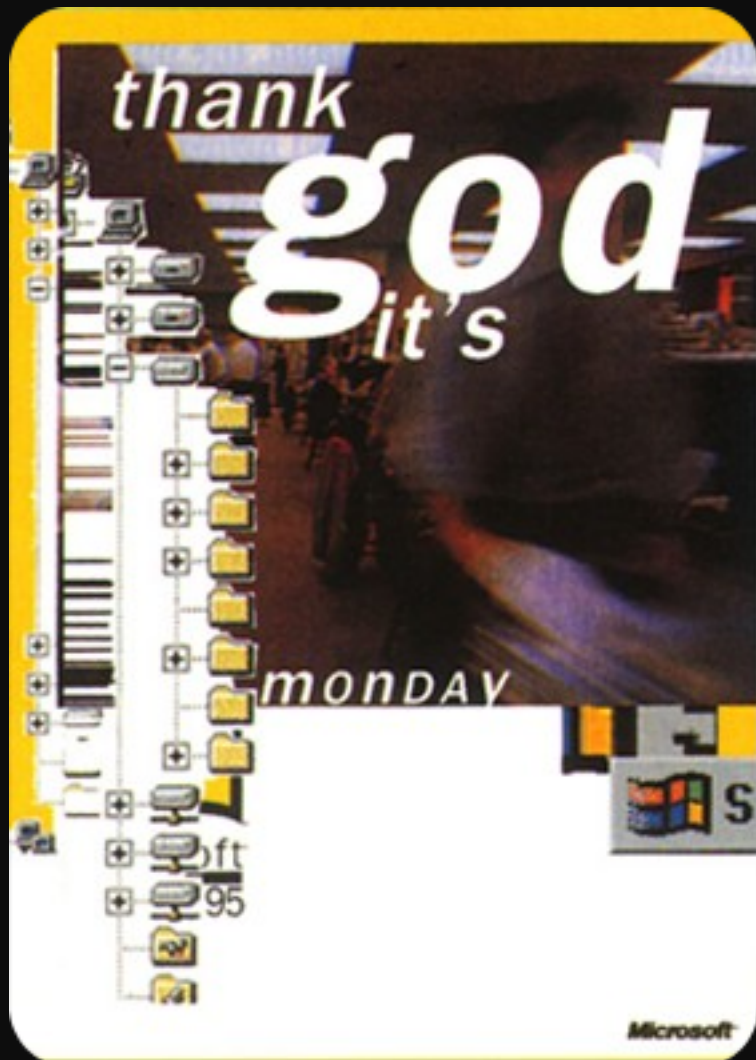
Possui uma maneira inconfundível de combinar

elementos **tipográficos** e

fotografia em composições.



Caracterizado por uma **aparente**
desordem, irracionalidade e falta de coerência.



"Não confunda *legibilidade* com
comunicação." (David Carson)

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TOASTS



“Para ser bom designer, no entanto, não é necessário rodar o mundo, mas ter no mínimo variadas experiências de vida.”

(David Carson)