

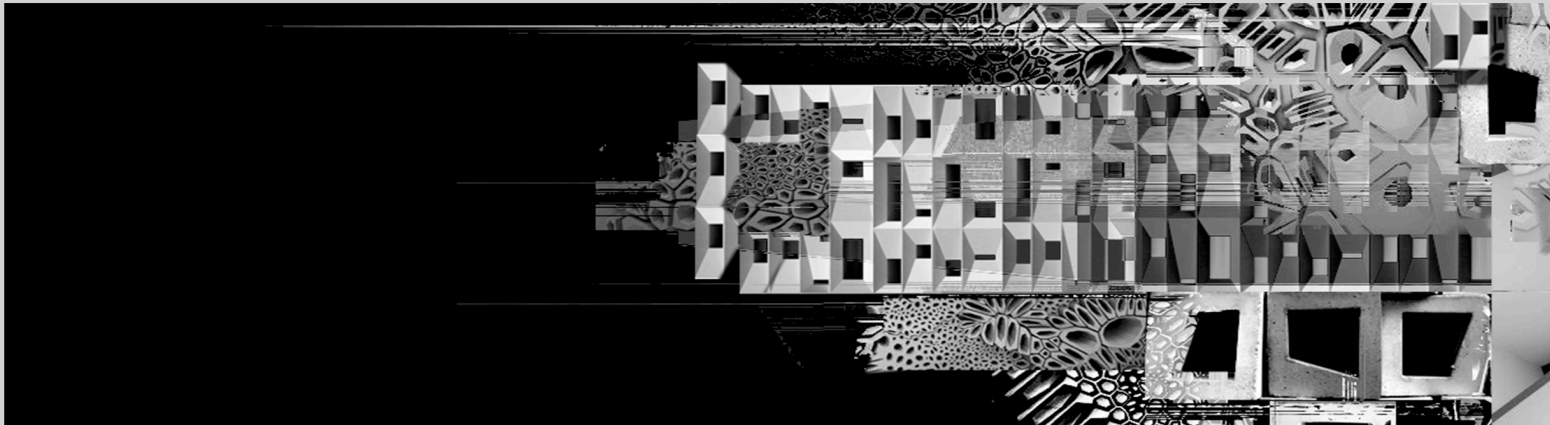
WHAT'S THIS BOOK ABOUT?

THIS text is a discussion of ideas.

A series of ideas and notions that are intended to spark - more ideas. The process of design is undefinable as it relies on intuition. Design is not a linear journey as it often transcends reason and logic. The pathway to invention, innovation and discovery, as such, is a non-linear path and there is only one common denominator in the midst of designing.

THE DESIGNER = YOU

MY wish is to support readers in becoming the best experience designers they can be. This book is not about 'how to' but rather how about? and what if...?



The Storyteller

DESIGN rarely gets a pass on carrying with it no meaning, however, not all dimensional storytelling is intended to be timeless. The culture of fashion, music, seasonal brands, kids toys etc. will have a shelf life. Trends can sweep up the story story that breeds relevance, trust, and core brand loyalties. These variants are what make life interesting and are why the local Starbucks *and* the corner hipster coffee shop can both have a line out the door. Both are viable business models. Success is never formulaic, *there are no rules* about how to transpose (story delivery context) - translate (cultural traditions and content) and transcend (emotive memory / takeaway and meaning) a design rooted in story.