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This book provides a comprehensive
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research is, why it is necessary, how to do research, and how to apply it to design work. 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.

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Visocky O'Grady, Jennifer is the author of
'A Designer's Research Manual: Succeed
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Written by Jenn & Ken Visocky O'Grady
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Their first book, *A Designer's Research Manual*, returns to the idea that the role of graphic designers is not just to create pretty or visually interesting artifacts but to solve problems using a process that we call design. *A Designer's Research Manual* might provide the antidote to design that pleases designers themselves

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more than their audience. Over the course
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