



# Universal Principles of Design, Revised and Updated: 125 Ways to Enhance Usability, Influence Perception, Increase Appeal, Make Better Design Decisions, and Teach through Design

By William Lidwell, Kritina Holden, Jill Butler

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Whether a marketing campaign or a museum exhibit, a video game or a complex control system, the design we see is the culmination of many concepts and practices brought together from a variety of disciplines. Because no one can be an expert on everything, designers have always had to scramble to find the information and know-how required to make a design work—until now.

*Universal Principles of Design, Revised and Updated* is a comprehensive, cross-disciplinary encyclopedia of design. Richly illustrated and easy to navigate, it pairs clear explanations of every design concept with visual examples of the concepts applied in practice. From the "80/20" rule to chunking, from baby-face bias to Occam's razor, and from self-similarity to storytelling, every major design concept is defined and illustrated for readers to expand their knowledge.

This landmark reference will become the standard for designers, engineers, architects, and students who seek to broaden and improve their design expertise.

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## **Editorial Review**

### **About the Author**

William Lidwell is the Director of Design at Stuff Creators Design in Houston, Texas. He is author of the best-selling design book, Universal Principles of Design, which has been translated into 12+ languages; Deconstructing Product Design, a social deconstruction of 100 classic products; and lecturer of two video series on design: "How Colors Affect You: What Science Reveals" available from The Great Courses, and "The Science of Logo Design" available from Lynda.com. William Lidwell writes, speaks, and consults on topics of design and engineering. He is the author of multiple books including the best-selling design book Universal Principles of Design, which has been translated into 16 languages. He lives in Houston, TX. William Lidwell writes, speaks, and consults on topics of design and engineering. He is the author of multiple books including the best-selling design book Universal Principles of Design, which has been translated into 16 languages. He lives in Houston, TX.

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