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Judul buku: How Design Makes Us Think And Feel and Do Things

Nama pengarang buku (Sean Adams)
Penerbit dan waktu terbit,tipe cover, harga,jumlah halaman (Princeton Architectural Press Feb 23, 2021) Hardcover $60.00 (256pp)
No ISBN 978-1-61689-972-1

Design is ubiquitous: urging us to buy, suggesting how we should behave, and saying how we should think and feel. However, aside from designers, marketers, and psychologists, few are aware of this constructed messaging in human-built environments. Sean Adams strips off the blinders to deconstruct the design process with clear, clean visuals and snappy prose.

With chapters focused on emotions and intended design messages, prefaced by succinct descriptions of the science underlying human responses to various imagery and stimuli, the book's lively, opinionated writing and bountiful illustrations demonstrate how successful designers communicate ideas, with examples traversing numerous design disciplines, cultures, styles, and eras.

Brilliant analysis of how humor is used to disarm and engage target markets shows that humans enjoy solving visual puzzles, and thrill at "getting the joke," so that designers can inject humor into sometimes difficult design challenges, like vegetable-themed condom packaging, and whimsical wine labels with anthropomorphic corks.

A playful, edifying addition to any design bookshelf, *How Design Makes Us Think* is an inspirational resource for beginning designers or graphic design firms. Reading it is like donning a pair of magic spectacles that empower non-designers to decode and critique the hidden messages that surround us.

Reviewed by: (nama penelaah/nama anda) Rachel Jagareski & email@gmail.com
Affiliation: name of your institution, city and country
References
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BOOK REVIEW GUIDELINES:

The following are some guidelines for a book review essay. Your book review should concern only the book(s) that you're reviewing with a word count of about 1,500 words (including the references). It should provide EIJA readers an engaging, informative and critical discussion of the work. The review should also consider:

The intended audience for the book and those who would find it useful
The main objectives of the book and how effectively these are accomplished
The context or impetus for the book (e.g., design controversy, review research, policy, theory, etc.)
A comparison of other works on this subject
Constructive comments about the strengths and weaknesses of the book

Please lead your essay with the following listing:

Author(s) or editor(s) first and last name(s) and please indicate if it is an edited book
Title of book
Publisher's city and state and name of publisher
Year of publication
Price (please indicate paperback or hard cover)
Total # of page expressed as XXX pp.
Image of the book cover

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