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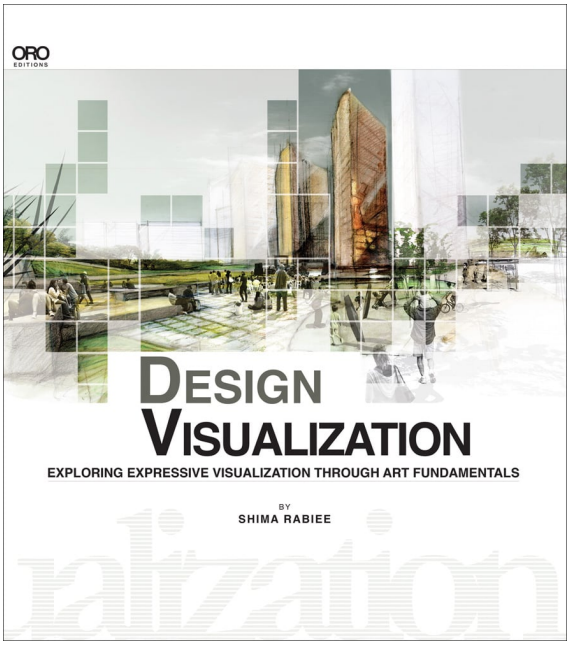

Design Visualization

Exploring Expressive Visualization Through the Art Fundamentals

Shima Rabiee

ISBN	9781941806036
Publisher	ORO Editions
Binding	Paperback / softback
Territory	World excluding USA, Canada, Singapore, Thailand, Vietnam, Cambodia, Indonesia, Brunei, Philippines, Malaysia, and Australasia. India non-exclusive
Size	248 mm x 216 mm
Pages	182 Pages
Illustrations	120 color
Price	£19.95

- Addresses the most in-demand and practical technique of contemporary visualisation, a combination of collage, traditional freehand, and digital 3D model techniques. This method has not been introduced and studied in any publication so far, and it is expected to be extensively adopted and used in design studios
- Teaches the visualisation process, step-by-step, theoretically and illustratively
- This is a self-study book and does not require prerequisite knowledge, courses, or teachers. Chapters are not necessarily dependent upon one another; each chapter can, by itself, satisfy a part of the needs and interests experienced in studios
- This technique of visualisation, suggests a fast and efficient way of 3D renderings, which is highly needed in both schools and professionals studios

Artistic principles of presentation are the most influential factors in formation of the observer's interpretation of a certain object. Artists use these principles to enhance the communication of their ideas to their audience. This book aims to teach and emphasise the importance of these principles to designers so that they too, like artists, can present their ideas more expressively and communicate more easily with their audience. This book is intended to raise the artistic knowledge and perceptions of designers, which will be realised through observation the work of masters of art and analysis of the masters' presentation methods, followed by offering ways of effectively applying these methods to the visualisation and representation of design ideas. The book also describes the application of these principles to visualisation and rendering, providing step-by-step examples. These examples include both digital and freehand drawing techniques as well as their combinations. The book offers simple steps for the visualisation, each of which is taught analytically and illustratively.

Shima Rabiee is both an artist and designer. She has practiced as a landscape designer (at collaborative design and planning firms) in New York City, San Francisco, Boston, and Houston. She earned her Master's degree in landscape architecture from the University of Pennsylvania. Prior to that, she earned her Bachelor of Architecture and her first Master's in Landscape Architecture from the University of Tehran. She has taught seminars and studios at the Academy of Art University, University of Tehran, and Shahid Beheshti University. Parallel to teaching, she has attended a number of national and international conferences and has published international papers. Her interest is engaging 'art' as a fundamental element in design and representation process and making a conclusive discussion through it that is functional, inspiring and necessary in design studios.

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