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This book provides a comprehensive manual for designers on what design 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 in Design by Knowing Your Clients and What They Really Need (Design Field Guide Series)', published 2009 under ISBN 9781592535576 and ISBN 1592535577.

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