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By Norman Potter



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Combining a wide-ranging discussion of the major issues of design with detailed and practical information, Norman Potter looks at the possibilities and limits of design, considers the designer as artisan and as artist, and asks: "What is good design?" What is a Designer prompts its readers to think and act for themselves. The work adds up to a powerful and endlessly rewarding resource for students of all ages. First published in 1969, the book is now reissued to present the enduring core of Potter's arguments. An afterword by Robin Kinross sets the work and its author in their contexts.



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