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# Soak Wash Rinse Spin (Paperback)

By Tolleson Design

PRINCETON ARCHITECTURAL PRESS, United States, 1999. Paperback. Book Condition: New. New.. 239 x 180 mm. Language: English . Brand New Book. Tolleson Design, located in San Francisco since its inception in 1984, produces corporate and product identity, annual reports, Web and interactive design, packaging, and environmental graphics for a client base that includes Nike, Kodak, Microsoft, and Virgin Interactive. Steve Tolleson s approach to design might best be described as scientific: it involves relentless research in which every element of a project - down to its letterforms - is subject to rigorous study through almost imperceptible permutations. The end results of this process are designs which are meticulously executed, sometimes cerebral, but never without emotion and wit. This is an investigation of the cycles of Tolleson Design creative process through a textual and graphic layering of information involving four phases: research (the intake of as much information as they can gather); collaboration (with the client and with the other members of the creative team); visual exploration (the workbook process, which includes refinements and the examination of multiple options); and environmental influences (consideration of the ultimate purpose of the solution).

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