



# Digital Design: A Critical Introduction

*Dean Bruton, Antony Radford*

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*Digital Design: A Critical Introduction* provides a much-needed new perspective on designing with digital media. Linking ideas from media theory, generative design and creativity with examples from nature, art, architecture, industrial design, websites, animation and games, it addresses some fundamental questions about creative design with digital media.

Featuring original material based on the authors' own research, the book argues that the recognition and understanding of the interplay of the two apparently opposing concepts of rules and contingency supports original thinking, creativity and innovation.

Going beyond existing texts on the subject, *Digital Design* is an accessible primer whose innovative approach transcends the analysis of individual subfields - such as animation, games and website design - yet offers practical help within all of them.

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