



# Decoding Design: Understanding and Using Symbols in Visual Communication

*Maggie Macnab*

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## Understand the Significance of Symbols in Your Design Work

Our world is comprised of a handful of very simple patterns that have been a part of human design since the beginning of time and have eternal significance.

*Decoding Design* reveals how common symbols and shapes - like circles, squares and triangles - resonate at a gut level and can lend greater meaning to a design. By deconstructing famous logos and other sample designs, you'll learn how to communicate complex information quickly and intuitively with universal and meaningful patterns. You'll also uncover how other disciplines, such as philosophy, math, and physics, influence great design and can help you present ideas in a holistic and compelling manner.

Whether you're a designer, student, or marketing professional, *Decoding Design* will show you the deeper meaning behind the symbols you encounter everyday, and how to better use those symbols to create an impactful relationship with the viewer.

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