



# Semantic Turn: New Foundations for Design

*klaus krippendorff*

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## **Semantic Turn: New Foundations for Design** klaus krippendorff

The design, dissemination, and use of contemporary artifacts - industrial products, communications, information systems, even projects - is driven less by physical/functional demands than by their attractiveness and usability. Emerging from product semantics, The Semantic Turn develops a new philosophy for design, a vocabulary for collaborating with other stakeholders, and systematic ways to design artifact that can be expected to make sense to, are user-friendly for, and enroll communities of users. It outlines a human-centered science for design, posing new questions to professional designers and offering proven meaning-sensitive design methods, evaluative techniques, and strategies for rendering the claims that designers need to make compelling.

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