



CAD Monkeys, Dinosaur Babies, and T-Shaped People: Inside the World of Design Thinking and How It Can Spark Creativity and Innovation

Warren Berger

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An illuminating journey through today's fascinating world of design.

What can we learn from the ways great designers think-and how can it improve our lives? In *CAD Monkeys, Dinosaur Babies, and T-Shaped People* Warren Berger, in collaboration with celebrated designer Bruce Mau, revolutionizes our understanding of design and unlocks the secrets of the trade. Looking to the creative problem-solving work of design professionals, Berger reveals that design is a mindset, a way of looking at the world with an eye toward improving it. The practice of design-thinking opens readers to their innate capacity for reimagining the world around them.

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Author : Warren Berger

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From Reader Review CAD Monkeys, Dinosaur Babies, and T-Shaped People: Inside the World of Design Thinking and How It Can Spark Creativity and Innovation for online ebook

Stephanie says

An interesting read but it focuses on the same companies/designers so much that it almost reads like a giant advertisement. I read it for a class about design thinking and innovation so it was fitting...I just can't help but think that it was needlessly long/repetitive.

Mikaila says

I would recommend this book to anyone interested in experience design.

Eric says

A welcome surprise, and proof that maybe non-designers should write about design more often. While the stories here would be familiar to any somewhat informed person in the design field, Berger tells them in such a clear and compelling manner that even a seasoned (and skeptical) designer like myself gleaned new and inspiring insights. If you want a crash course in the present state of design and all its methods, I can't think of a better introduction for the novice or voyeur, not to mention a great resource for the seasoned design creative.

Brock Ray says

Well-written, but not really for designers. It's more of a celebration of design thinking than a particularly useful guide to the subject.

Theodore Kinni says

A wonderfully written, story-driven exploration of the basic principles of design thinking and how they are being applied in the real world. This is the paperback; it was originally published in hardcover and titled Glimmer.

KC says

I highlighted in this book. Yes, I did. I'm still a little shocked. But it may turn out that this book will shape

my future. Utterly fascinating.

Jenny says

Inspiring but ambiguous, sprinkled through with some fairly loose examples but reads more like a manifesto. Would love to see this more prescriptive than descriptive.

Khang Nguyen says

Pretty informative, but nothing more than that

Amy says

Requested this for Christmas - saw Warren speak a couple of years ago. Looking forward to it

Aimee says

Inspiring thoughts on problem-solving and encouragement to just do it...start anywhere.

Jeff says

This is the type of book I don't read often enough. A book that relates directly to my work and the whole process of thinking creatively. This is a paperback edition of the hardcover book Glimmer.

I highly recommend this book to anyone who has to think creatively on his job, which I would think is just about anyone.

Andy Tischaefter says

Really good survey of design principles and designers. Inspiring, if you are the type to be inspired by such things.

Benjamin Wallsten says

Original review taken from my blog, The Virtuosos.

CAD Monkeys, Dinosaur Babies, and T-Shaped People: Inside the World of Design Thinking and How It Can Spark Creativity and Innovation, by Warren Berger, had been sitting on the floor at the foot of my bookshelves – I’ve run out of room on the shelves so new books get put into prioritized piles on the floor – for a good six months before I finally got around to reading it. Despite its sometimes obvious advice, I’m sad that I didn’t pick it up sooner. The book is full of anecdotes from famous designers utilizing various techniques from a simplified list of strategies, which Berger calls “Glimmer Principles,” aimed at introducing design thinking – creative problem-solving – as a means to overcoming some of society’s greatest challenges.

Berger starts off listing the major groupings of the principles: Universal, Business, Social, and Personal. Some of the principles are head-smackingly simple, yet manage to produce the all-too-familiar, “Wow. Why didn’t I think of that?” A perfect example of this is *Ask stupid questions*. Of course, he doesn’t mean ask questions that are stupid, but questions that might be perceived as stupid by someone who is very familiar with the field in question. So, for instance, asking why we make the things we make or what makes us happy, would qualify as “stupid” questions given that they challenge the very foundations of the problems that we’re trying to overcome. It’s all about asking why things are the way they are. Comically, the approach of the three-year-old asking why after every answer an adult provides reflects this nicely. Other principles, however, are patently obvious and don’t really provide much to the genre of enlightened thinking, such as the principle of *Facing consequences*. I understand the necessity of its inclusion in the strategy for creating innovative thinking, but I’m not sure it deserved an entire chapter in the book. A few pages and a nice anecdote could have covered it sufficiently.

Overall, I enjoyed the book, and I’d recommend it to anyone who is at all interested in getting a basic understanding of the important considerations made in coming up with creative solutions to a variety of problems. The book’s greatest strength, I think, is its clarification of what design really is. The word generally connotes ideas of fashion, interior decorating, and general beautification of products and people. However, Berger makes a strong case that design – especially good design thinking – is integral to finding real solutions to society’s most difficult problems, not to mention the personal problems we, as individuals, face every day.

A perspective-altering quote that sums things up rather nicely, courtesy of Warren Berger: “I design, therefore I am.”
