# Linkography: Unfolding the Design Process (Design Thinking, Design Theory)

*Gabriela Goldschmidt*

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This book presents linkography, a method for the notation and analysis of the design process. Developed by Gabriela Goldschmidt in an attempt to clarify designing, linkography documents how designers think, generate ideas, put them to the test, and combine them into something meaningful. With linkography, Goldschmidt shows that there is a logic to the creative process -- that it is not, as is often supposed, pure magic. Linkography draws on design practice, protocol analysis, and insights from cognitive psychology. Goldschmidt argues that the generation of ideas (and their inspection and adjustment) evolves over a large number of small steps, which she terms *design moves*. These combine in a network of moves, and the patterns of links in the networks manifest a "good fit," or congruence, among the ideas. Goldschmidt explains what parts of the design process can be observed and measured in a linkograph, describing its features and notation conventions. The most significant elements in a linkograph are *critical moves*, which are particularly rich in links. Goldschmidt presents studies that show the importance of critical moves in design thinking; describes cases that demonstrate linkography's effectiveness in studying the creative process in design (focusing on the good fit); and offers thirteen linkographic studies conducted by other researchers that show the potential of linkography in design thinking research and beyond. Linkography is the first book-length treatment of an approach to design thinking that has already proved influential in the field.

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