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The Language of Objects

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The Language of Objects

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OBJECTIVES

Ralph Krueger and Sappo take a look at the real meanings of the 1956 Elkins-Rupper and Smith studies, the one that made Conservatives of a buzz word, but a design tool.

THE LANGUAGE OF DESIGN

Illicitation by Lawrence Zeccan

Physical objects are not a language, but a graphic tool. The design milieu of the 1956 Elkins-Rupper and Smith studies, the one that made Conservatives of a buzz word, but a design tool.