Generative Design: Visualize, Program, and Create with Processing

By Hartmut Bohnacker, Benedikt Gross, Julia Laub

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Generative design is a revolutionary new method of creating artwork, models, and animations from sets of rules, or algorithms. By using accessible programming languages such as Processing, artists and designers are producing extravagant, crystalline structures that can form the basis of anything from patterned textiles and typography to lighting, scientific diagrams, sculptures, films, and even fantastical buildings. Opening with a gallery of thirty-five illustrated case studies, *Generative Design* takes users through specific, practical instructions on how to create their own visual experiments by combining simple-to-use programming codes with basic design principles. A detailed handbook of advanced strategies provides visual artists with all the tools to achieve proficiency. Both a how-to manual and a showcase for recent work in this exciting new field, *Generative Design* is the definitive study and reference book that designers have been waiting for.

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Editorial Review

Review
"Beautifully illustrated... A fine introduction to generative design, filled with impressive examples and thankfully free of mind- numbing jargon... This book, equal parts art and textbook, is a valuable tool for both learning what exists and triggering new ideas." -- Steven Heller, The New York Times

"Fortunately, this insiders' how-to manual--by Hartmut Bohnacker, Benedikt Groß, and Julia Laub--contains loads of images and project profiles that together form a snapshot of the emerging field, which, in layman's terms, uses computer software and algorithms to generate visually exciting forms based on wildly complex concepts. The examples are rich and varied, ranging from a series that visualizes the air quality in various cities through virtual plant growth to a company logo that evolves through a kind of genetic recombination." --- Fast Company

About the Author
Hartmut Bohnacker is an independent designer in Stuttgart specializing in interface and interaction development. He is a professor of interaction design at The University of Design Schwäbisch Gmünd.

Benedikt Groß is an MA student in Design Interactions at at the Royal College of Art in London. Prior to that, he was an IX and UX Designer at Intuity Media Lab in Stuttgart.

Julia Laub is an independent graphic designer specializing in book design, corporate design and generative design. In 2010 she established the design agency onformative (studio for generative design) in Berlin with Cedric Kiefer. She is an assistant professor for generative design at The University of Applied Studies Mainz.

Claudius Lazzeroni, editor, is a professor of interface design at the Folkwang University of the Arts in Essen.

Users Review

From reader reviews:

Mark Frey:

Spent a free a chance to be fun activity to try and do! A lot of people spent their down time with their family, or all their friends. Usually they performing activity like watching television, likely to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Do you want to something different to fill your personal free time/ holiday? Could possibly be reading a book can be option to fill your cost-free time/ holiday. The first thing you will ask may be what kinds of book that you should read. If you want to try out look for book, may be the guide untitled Generative Design: Visualize, Program, and Create with Processing can be very good book to read. May be it could be best activity to you.

Lawrence Elam:

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