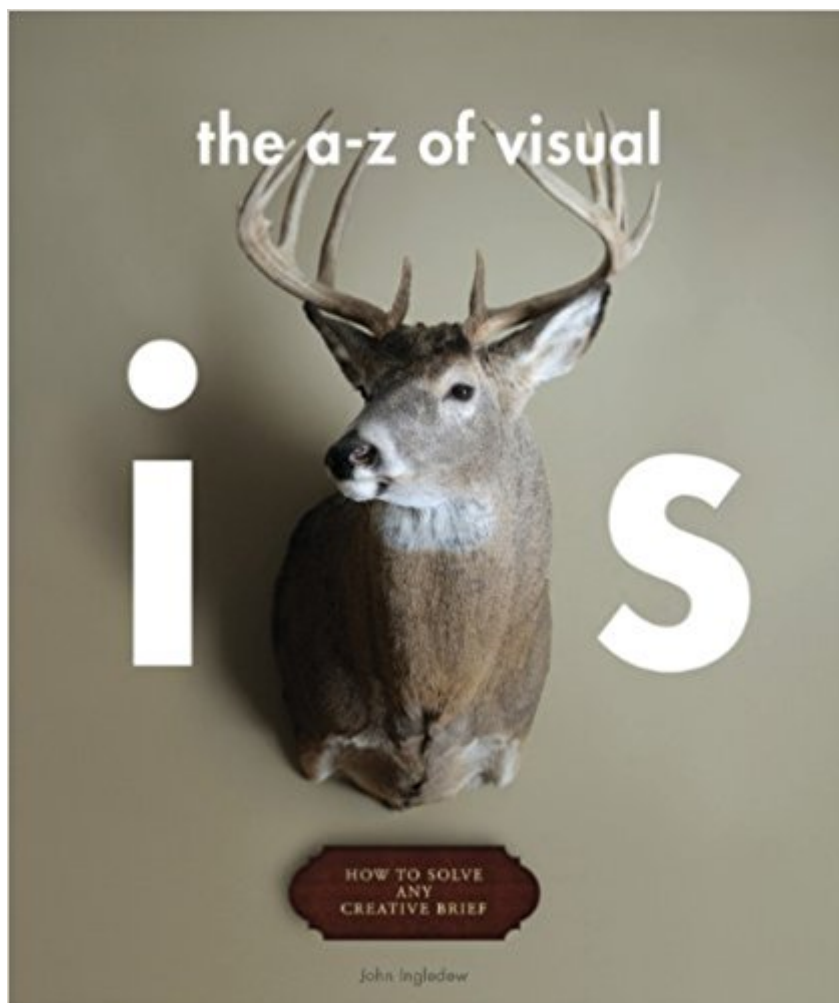


The book was found

An A-Z Of Visual Ideas: How To Solve Any Creative Brief



Synopsis

A source book of visual ideas and strategies for visual communication *How to Solve any Creative Brief: An A Z of Ideas* explains the key ideas, sources of inspiration and visual techniques that have been used throughout design history. Aimed principally at the student market, the book shows where ideas and inspiration come from and helps unlock the reader's creativity, providing numerous strategies to help solve creative briefs and design problems. Using an upbeat, dynamic and easy-to-understand A Z format, the book reveals techniques that can be exploited to deliver ideas with greater impact, with each entry offering a different starting point. Entries include everything from Intuition and Instinct to Happy Accidents and Hidden Messages, and feature a section explaining how to use the idea or technique, providing readers with an infallible tool kit of inspiration. Including hundreds of inspirational quotes from creative people and packed with great examples of advertising campaigns, posters, book and magazine covers, illustrations and editorial images, this indispensable creative primer also includes previously unpublished photographic work.

Book Information

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Customer Reviews

John Ingledew is Senior Lecturer in Photography at the University of Gloucestershire, where he holds a Teaching Fellowship. He has run projects and workshops with students in Europe, America, Japan and China and is the author of the Portfolio title *Photography*.

If you like your design books with a healthy dose of liberal politics, if you think Che Guevara is a hero instead of a murdering thug who had the same mentality as your average "kill everyone who

thinks differently than we do" Jihadist, then this is the book for you. Most people who work in art and design are liberal? How edgy, who would have thunk it. Still, rather annoying from a book that tells you to throw out preconceived ideas and view situations from all angles and fresh perspectives.

Great price.

Ordered this book for class. It's probably the only textbook that I have enjoyed reading. I'm definitely keeping this one

I loved the organization of this book - simple and to the point, but the best thing about it is the Examples.. wow. They aren't the same/similar ones you see in many design books - they push the ideas and aren't afraid to choose examples that are a bit edgy. It is mainly a book dealing with 2-D. I Would have liked to have seen more thinking through 3-D space and the development of objects as well as ideas about visualizations of information and systems - but for a start - it is a well conceived book.

I bought it at the MoMa Design Store, meant to be a present...I couldn't give it away though, love it too much. That's why I find myself here on to buy another copy for my friend. I think it's very inspiring and helps to find expression for creativity. It's all about ideas...finding them, uncovering them, and how to optimize them. Highly recommend!

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