

Book of Ideas A Journal of Creative Direction and Graphic Design



BOOK DETAILS

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BOOK SYNOPSIS

Have you ever struggled to complete a design project on time? Or felt that having a tight deadline stifled your capacity for maximum creativity? If so, then this book is for you. Within these pages, you'll find 80 creative challenges that will help you achieve a breadth of stronger design solutions, in various media, within any set time period. Exercises range from creating a typeface in an hour to designing a paper robot in an afternoon to designing web pages and other interactive experiences. Each exercise includes compelling visual solutions from other designers and background stories to help you increase your capacity to innovate. Creative Workshop also includes useful brainstorming techniques and wisdom from some of today's top designers. By road-testing these techniques as you attempt each challenge, you'll find new and more effective ways to solve tough design problems and bring your solutions to vibrant life.

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