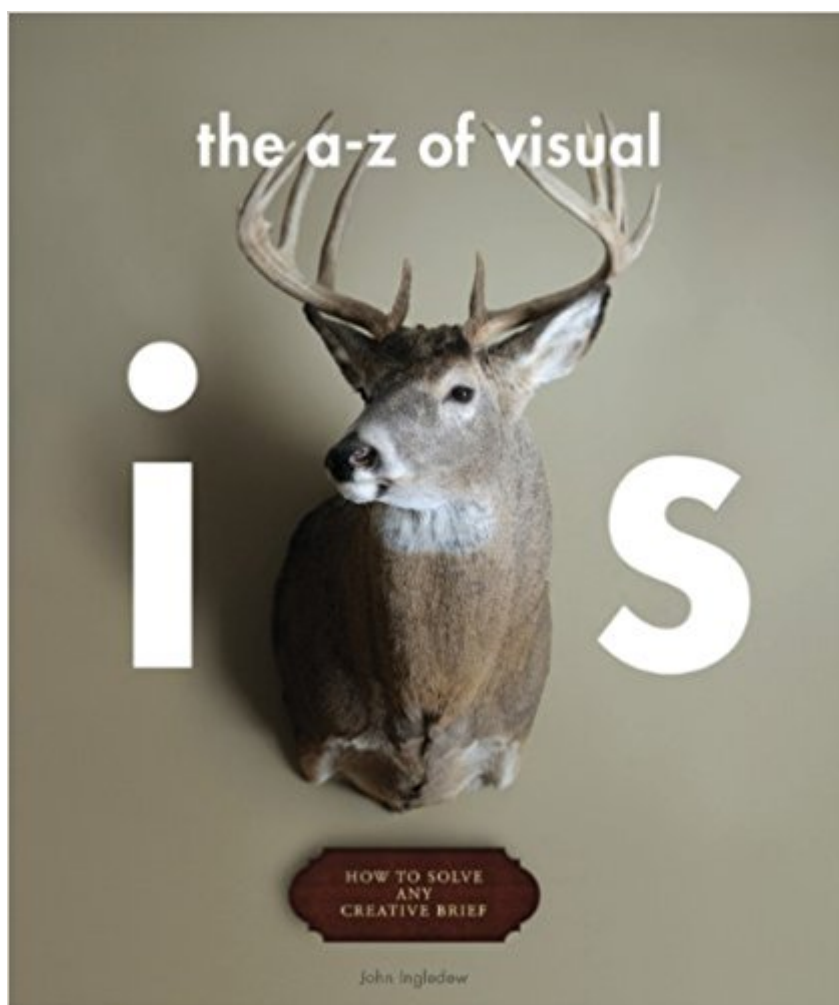


The book was found

# 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and magazine covers, illustrations and editorial images, this indispensable creative primer also includes previously unpublished photographic work.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

Paperback: 224 pages

Publisher: Laurence King Publishing (October 19, 2011)

Language: English

ISBN-10: 1856697142

ISBN-13: 978-1856697149

Product Dimensions: 8.5 x 1 x 10.2 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 3.9 out of 5 stars 5 customer reviews

Best Sellers Rank: #65,021 in Books (See Top 100 in Books) #49 in Books > Arts & Photography > Graphic Design > Commercial > Illustration #228 in Books > Arts & Photography > Graphic Design > Techniques

## 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!

[Download to continue reading...](#)

An A-Z of Visual Ideas: How to Solve Any Creative Brief The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) The No-Cry Nap Solution: Guaranteed Gentle Ways to Solve All Your Naptime Problems: Guaranteed, Gentle Ways to Solve All Your Naptime Problems (Family & Relationships) The Everything Fondue Cookbook: 300 Creative Ideas for Any Occasion The Everything Fondue Cookbook: 300 Creative Ideas for Any Occasion (Everything®) Everything All at Once: How to Unleash Your Inner Nerd, Tap into Radical Curiosity and Solve Any Problem Eyewitness Visual Dictionaries: The Visual Dictionary of the Human Body (DK Visual Dictionaries) Creative Lettering and Beyond: Inspiring tips, techniques, and ideas for hand lettering your way to beautiful works of art (Creative...and Beyond) Creative Illustration & Beyond: Inspiring tips, techniques, and ideas for transforming doodled designs into whimsical artistic illustrations and mixed-media projects (Creative...and Beyond) Sprint: How to

Solve Big Problems and Test New Ideas in Just Five Days Creative Dreaming: Plan And Control Your Dreams to Develop Creativity, Overcome Fears, Solve Problems, and Create a Better Self Recover to Live: Kick Any Habit, Manage Any Addiction: Your Self-Treatment Guide to Alcohol, Drugs, Eating Disorders, Gambling, Hoarding, Smoking, Sex and Porn The Value of Escharotics Medicines Which Will Destroy Any Living or Fungus Tissue in the Treatment of Cancer, Lupus, Sarcoma or Any Other Forms of Malignancy (Spine Title: Cancer: its Proper Treatment At Dr. Nichols Cancer Sanatorim by Escharotic... 101 Magic Tricks: Any Time. Any Place. - Step by step instructions to engage, challenge, and entertain At Home, In the Street, At School, In the Office, At a Party Fluent in 3 Months: How Anyone at Any Age Can Learn to Speak Any Language from Anywhere in the World Deadly Skills 2018 Day-to-Day Calendar: The SEAL Operativeâ™s Guide to Surviving Any Dangerous Situation and Being Prepared for Any Disaster SAS Survival Guide 2E (Collins Gem): For any climate, for any situation Make Your Own Wreaths: For Any Occasion in Any Season The Plant Recipe Book: 100 Living Arrangements for Any Home in Any Season SAS Survival Handbook, Revised Edition: For Any Climate, in Any Situation

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)