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Advertising By Design: Generating And Designing Creative Ideas Across Media

Generating and
Designing Creative
Ideas Across Media

Robin Landa

Second Edition

Synopsis

Don't miss the new updated edition of the complete guide to the creative processes behind successful advertising design. The second edition of Advertising by Design has been developed and greatly expanded. Sill the most comprehensive text on creative concept generation and designing for advertising, the book includes a number of features that make it an effective tool for instructors, students, or anyone interested in this field. This includes a practical approach to generating and designing creative integrated-media advertising for brands, organizations, and causes that encompasses brand-building through engagement, community building, added value, and entertainment. Fully supplemented with interviews from esteemed creative directors, along with real-world examples, Advertising by Design is both a perfect text for courses that incorporate advertising concepts and design, and a valuable reference for anyone interested in the creative side of advertising. "While the blank piece of paper is exciting, it can also be a very scary place. Robin Landa has created a valuable tool for jump-starting the creative process across all platforms. This book is a must-read for beginners and seasoned veterans." -- Paul Renner, EVP Group Creative Director, Arnold Worldwide, Boston "This is still the quintessential, step-by-step textbook for anyone interested in learning or teaching the fundamentals of advertising." -- Alan Rado, IADT/Harrington College of Design "The most enlightening textbook on advertising I've ever seen. A must-read for any student of the ad biz." -- Drew Neisser, CEO, Renegade "So perfect for a creative strategist, transformational world. Very few books get it right about the evolution of creative. This one does, from strategy to storytelling to multiple media solutions. And it's still all about doing beautiful work." -- Deborah Morrison, Chambers Distinguished Professor of Advertising, University of Oregon

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The new updated edition of the complete guide to the creative processes behind successful advertising design The Second Edition of Advertising by Design has been developed and greatly expanded. It remains the most comprehensive text on creative concept generation and designing for advertising, and includes a number of features that make it an effective tool for instructors, students, or any reader interested in this field. In Advertising by Design, the approach to generating and designing creative integrated-media advertising for brands, organizations, and causes encompasses brand-building through engagement, community building, added value, and entertainment. Fully supplemented with interviews from esteemed creative directors, along with real-world examples, Advertising by Design is both a perfect text for courses that incorporate advertising concepts and design, and a valuable reference for anyone interested in the creative side of advertising. â œWhile the blank piece of paper is exciting, it can also be a very scary place. Robin Landa has created a valuable tool for jump-starting the creative process across all platforms. This book is a must-read for beginners and seasoned veterans.â • â "Paul Renner, EVP Group Creative Director, Arnold Worldwide, Boston â œThis is still the quintessential, step-by-step textbook for anyone interested in learning or teaching the fundamentals of advertising.â • â "Alan Rado, IADT/Harrington College of Design â œThe most enlightening textbook on advertising Iâ ™ve ever seen. A must-read for any student of the ad biz.â • â "Drew Neisser, CEO, Renegade â œSo perfect for a creative strategist, transformational world. Very few books get it right about the evolution of creative. This one does, from strategy to storytelling to multiple media solutions. And itâ ™s still all about doing beautiful work.â • â "Deborah Morrison, Chambers Distinguished Professor of Advertising, University of Oregon

This book was very informative for class but it became very useful when school was out. It allowed me to understand advertising and tag lines as well as how to have a consumer friendly advertisement. Waning it shows you how to advertise by design as well as social media. Great for anyone who is interested in advertisement

Great book! Highly recommended for graphic designers interested in advertising!

This book is very helpful and full of inspiration. I bought it for an Ad Design class but it will be a great addition to my book collection. I will reference it.

as expected

I use it for class and its very informative although my instructor mentioned that some of the content is out of date.

There are some merits for this book, but all in all I found it incredibly dull and uninspired. While the examples and showcases featured inside the book had my interest, the actual writing in it was repetitive and sometimes obvious. And when it wasn't that, so much jargon seemed to be crammed into such a small area.If you're considering it, I say take an actual look through it before purchasing. If it your cup of tea, I do see how it would be useful but as for me... Well, does anyone want to buy a copy?

I love the simple design for this book's cover! It says alot and is a huge improvement upon the last edition's cover.

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