

Discusses the creative process in terms of brief, process and result. Each process is accompanied by detailed diagrammatic explanation, associated theories, and historical context. The text is supported by case studies from contemporary designers and practitioners, with insights from the creatives involved. Creative design, the book argues, is in something of a golden period. With so much design vying for consumers attention, getting noticed in the visual morass and quickly creating a good impression is becoming increasingly difficult. This book provides a solid grasp of the creative design fundamentals that are necessary to produce effective and eye-catching designs.

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