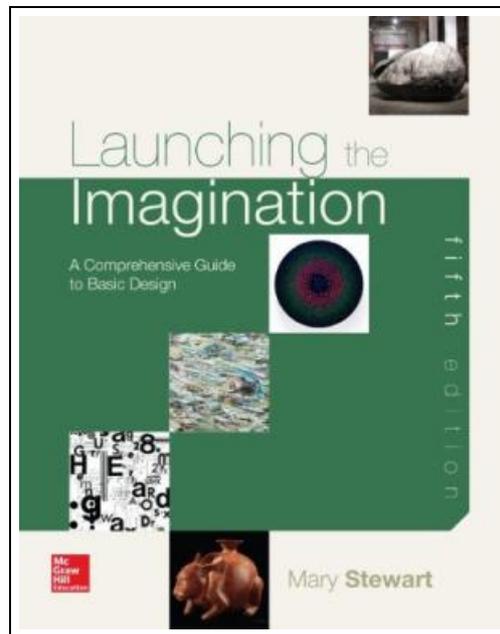# Launching the Imagination: A Comprehensive Guide to Basic Design (Paperback)

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Reviews

I actually started off looking over this publication. Indeed, it really is play, nevertheless an amazing and interesting literature. Its been printed in an exceedingly basic way and is particularly just right after i finished reading this ebook by which actually altered me, affect the way i believe.

(Toney Bernhard)

LAUNCHING THE IMAGINATION: A COMPREHENSIVE GUIDE TO BASIC DESIGN (PAPERBACK)

McGraw-Hill Education, United States, 2014. Paperback. Condition: New. 5th ed.. Language: English . Brand New Book. Launching the Imagination treats design as both a verb and a noun--as both a process and a product. Design is deliberate--a process of exploring multiple solutions and choosing the most promising option. Through an immersion in 2-D, 3-D, and 4-D concepts, students are encouraged to develop methods of thinking visually that will serve them throughout their studies and careers. Building on strengths of the previous four editions, Launching the Imagination, 5e, is even more: Concise. Every sentence has been refined, so that maximum content can be communicated as clearly and concisely as possible.Colorful. In addition to full-color throughout the book, the writing is livelier than that in most textbooks. Analogies are often used to expand communication, and every visual example has been carefully selected for maximum impact.Comprehensive. LTI is the only foundational text will full sections devoted to Critical and Creative Thinking and to Time-based Design. Photo program is global, represents a myriad of stylistic approaches, and prominently features design and media arts as well as more traditional art forms.Contemporary. Over half of the visual examples now represent artworks completed since 1970, and over 120 of the artworks now date from 2000 to the present.Compelling. Four new Applied Creativity interviews have been added to this edition. With at least four visual examples per interview, this new feature follows the process by which leading artists and designers have developed their artworks. In Chapter 5 designer Steve Quinn describes the seven-step sequence he uses in developing websites, logos, and motion graphics. In Chapter 6, Jim Elniski describes Greenhouse Chicago, an adaptive re-use home that is both highly energy-efficient and beautiful. In Chapter 7, Kendall Buster describes stages in the completion of a complex sculpture, from preliminary...

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