



An A-Z of Visual Ideas: How to Solve Any Creative Brief

By John Ingledew

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and magazine covers, illustrations and editorial images, this indispensable creative primer also includes previously unpublished photographic work.

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An A-Z of Visual Ideas: How to Solve Any Creative Brief By John Ingledew Bibliography

- Sales Rank: #948316 in Books
- Brand: Brand: Laurence King Publishing
- Published on: 2011-10-19
- Original language: English
- Number of items: 1
- Dimensions: 10.25" h x 1.00" w x 8.50" l, 2.27 pounds
- Binding: Paperback
- 224 pages

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Editorial Review

About the Author

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.

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