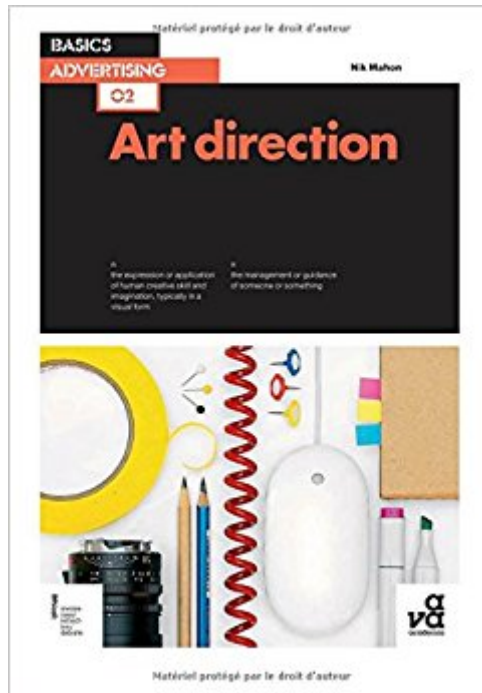


The book was found

Basics Advertising 02: Art Direction



Synopsis

Art Direction examines the key techniques, approaches and 'secrets' involved in the development of creative advertising concepts. Mahon provides tips on how to use surprise, simplicity, provocation and visual drama to communicate the advertising message. The book examines the process of visualizing and exploring different ideas, and discusses the use of moving image, photography, illustration and typography to realize these ideas. It also explores the use of different advertising media, from traditional formats to new and alternative channels of communication.

Book Information

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Customer Reviews

"Another excellent addition to the Basics range. A good introduction to the subject with useful examples and references throughout. It is consistent with others in the series - clear and methodical structure and composition." Christopher Skinner, The College of West Anglia, UK. "Well written text with useful insights and detailed case studies, perfect for our course. A good layout, easy to understand and navigate through." Christopher Morris, University of Salford, UK. "A really good introduction to art direction covering all the necessary information in digestible 'bite size' chunks ... Layout is uncomplicated and accessible. I like the 'Way with words' definitions which deconstruct the language used. Well illustrated with meaningful examples." Rhiannon Robinson, University of Cumbria, UK.

• Basics Advertising: Art Direction introduces students to the role of the art director. It provides

advice, guidelines and principles for developing great advertising concepts. The book explores methods of finding inspiration and coming up with big ideas, but also discusses the process of developing these ideas and expressing them in a surprising and memorable way. Packed with contributions and examples from contemporary art directors from around the world, the book also includes a section containing useful advice and information on starting a career in art direction.

If you want to learn about Art Direction, practice makes perfect, and this book helps. A well written and easy to understand approach. This is the perfect book for anyone that wants to take his design skill to a new perspective.

Very good, has helped me gain a better understanding with applying my graphic design to creating effective ads. RECOMMEND!!

easy to read... Great content and fundamentals for beginner.

when I was an ad student at the chicago portfolio school, i relied on this book a lot to really advance my design and direction skills.

This book is a true gem! It is such a valuable resource with true industry insight, I am so glad i purchased this book.

I like the book. It's got good information in it, and it is in good condition. I got my money's worth.

Basics Advertising: Art Direction is very basic indeed. The title brushes on design principles without going deeply into concepts. You'd need to buy another book to get depth. It's a fine intro to the subject. If you're a student, I'd recommend a different book. If you're curious about art direction, this book is suitable.

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