



Design Genius: The Ways and Workings of Creative Thinkers (Creative Core)

By Gavin Ambrose

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Design Genius celebrates the creative thought processes of 69 leading artists, designers, creative agencies, animators, illustrators and typographers. While highlighting key design techniques and theories, the rich visuals presented in this book aim to engage, provoke and inspire.

Whether you are new to design, or a seasoned expert, the many layers of information provided by this book mean it has something for everyone. Readers will delight in the visual and tactile effects of a number of subtle design features, as well as the vast array of illustrations on display. In-depth discussions with the creatives themselves as well as more practical design tips will also help you to discover the power of your own creative problem-solving skills.

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Editorial Review

Review

This is a great all round and versatile book - love it! Jeffrey Tribe, Bedford College, UK A really good book looking at so many different aspects of creativity, which are backed up by great interviews with well known creatives. I will be heavily recommending this book with Level 2 students on their work placement unit, and recommending it to all students across our 4 year course. Sallyanne Theodosiou, University for Creative Arts, UK A very well written and considered book. The fact that the content is broken down into separate sections makes it a solid teaching resource. I especially like the fact that it looks into current trends using transcripts of interviews with various practitioners to explain the subject. A very engaging and thought provoking read. Andy Ellison, Nottingham Trent University, UK

From the Back Cover

Creative Thinking explores the tools that visual communicators can use to facilitate imaginative thinking. This title exposes readers to new ways of approaching the design process to help them to develop their powers of creative problem solving.

The book's core content visually and textually explains rules, theory, best practice, techniques and delightful visual curiosities that are designed to engage, provoke and inspire. Professional insights are provided by international contributors from a broad spectrum of the applied visual arts, including advertising and creative agencies, artists, animators, designers, illustrators and typographers.

About the Author

Gavin Ambrose teaches at the University of Brighton and is a practising graphic designer whose client base includes the art sector, galleries, publishers and advertising agencies. He has written and designed several books on graphic design, branding and packaging.

Paul Harris is a freelance journalist and writer who lives in Colombia, South America.

Users Review

From reader reviews:

Anne Stewart:

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Marvin Seto:

The knowledge that you get from Design Genius: The Ways and Workings of Creative Thinkers (Creative Core) is the more deep you looking the information that hide inside the words the more you get interested in reading it. It does not mean that this book is hard to understand but Design Genius: The Ways and Workings of Creative Thinkers (Creative Core) giving you excitement feeling of reading. The article author conveys their point in particular way that can be understood by simply anyone who read this because the author of this reserve is well-known enough. That book also makes your current vocabulary increase well. It is therefore easy to understand then can go with you, both in printed or e-book style are available. We suggest you for having this kind of Design Genius: The Ways and Workings of Creative Thinkers (Creative Core) instantly.

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