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# Launching The Imagination 2D



## Synopsis

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 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 with 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. 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 drawing to installation. In Chapter 8, painter Carrie Ann Baade discusses the sources of her images and four major steps in their development. Five artist Profiles have also been retained from previous editions: Illustrator Bob Dacey, painter Suzanne Stryk, metalsmith Marilyn da Silva, ceramicist David MacDonald, and composer Michael Remson. Up to eight additional interviews can be added to through custom editions. Working together, the Applied Creativity interviews and the Profiles give students direct access to a wonderful range of practicing artists and designers.

## Book Information

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## Customer Reviews

Author, artist, and educator Mary Stewart is the Foundations Program Director for the Art Department at Florida State University and co-founder of Integrative Teaching Thinktank, a national organization devoted to strengthening college-level teaching. She regularly gives workshops and lectures on creativity, curriculum design, visual communication, leadership and visual narrative. Her artwork has been shown in over eighty exhibitions nationally and internationally, and she has received two Pennsylvania Council on the Arts grants for choreography. She received the FATE (Foundations in Art: Theory and Education) Master Educator award and the National Council of Arts Administrators Award of Distinction in 2009.

I rented this book for a sculpture class. I've read many design books, and this one is very high quality. I understand why my professor chose it. Very thorough, lots of photos and illustrations, but what I liked most was the very detailed explanation of this author's rules of design. Excellent. My prof is excellent, too, with a great reputation all over the U.S. for his unusual sculptures, and he knows what he's talking about. I rented this book from ; the first textbook I've ever rented. It worked out very well.

This book is great! I am very happy with this book. One of the best parts of this book is that it is part two and three of a larger book ONLY. It is a bit confusing because it starts on chapter 5, so that if you only want to focus on the 3D elements you can. There is a 2D version as well, or you can get the whole book together. But the split also helps to reduce to price of the book a bit. However, I love that I can just focus on the 3D elements.

This, coupled with my 2-D college course, were an excellent pairing. I find the book very helpful with an ample amount of artistic plates to reference. Easy to read and worthy of keeping post course (it will be in my art book library for as long as it will stay in one piece).4 star rating due to I would have

liked even more picture examples of the elements and principles of design. It can get costly to put those color pictures in a book, but still more would have been great reference. Despite that, do not think this book is lacking in content.

This was one of my text books for College and later I used it as a reference for my Art classes (I am an art teacher)

fast ship and nice book.

It really maded my class easier

great product

Precisely the book I needed.

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