

The book was found

Launching The Imagination 2D



Synopsis

Launching the Imagination treats design as both a verb and a noun—â cas both a process and a product. Design is deliberate—â ca 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

Paperback: 224 pages

Publisher: McGraw-Hill Education; 5 edition (April 11, 2014)

Language: English

ISBN-10: 0077773438

ISBN-13: 978-0077773434

Product Dimensions: 8.9 x 0.5 x 10.7 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 22 customer reviews

Best Sellers Rank: #23,627 in Books (See Top 100 in Books) #9 in Books > Textbooks >

Humanities > Design #73 in Books > Arts & Photography > Graphic Design > Techniques

#90 in Books > Arts & Photography > Decorative Arts & Design

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 the 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.

[Download to continue reading...](#)

Launching the Imagination Launching the Imagination 2D Launching the Imagination 3D Launching the Imagination: A Comprehensive Guide to Basic Design Sculpting from the Imagination: ZBrush (Sketching from the Imagination) Imagination Station Books 3-Pack: The Redcoats Are Coming! / Captured on the High Seas / Surprise at Yorktown (AIO Imagination Station Books) Imagination Station Special Pack: Books 1-6 (AIO Imagination Station Books) Imagination Station Books 3-Pack: Challenge on the Hill of Fire / Hunt for the Devil's Dragon / Danger on a Silent Night (AIO Imagination Station Books) An Introduction to the Old Testament, Second Edition: The Canon and Christian Imagination (Canon & Christian Imagination) Charting the Course: Launching Patient-Centric Healthcare FBA: Step-By-Step Guide To Launching Your Private Label Products and Making Money On (FBA, FBA, Private Label) FBA: Step-By-Step Guide To Launching Your Private Label Products and Making Money On A Budding Success: The Ultimate Guide to Planning, Launching and Managing a Lucrative Legal Marijuana Business Executive in Sweatpants: A Handbook for Launching Your Work from Home Career The Holy Grail of Book Launching: Secrets from a bestselling author and friends. Ultimate Publishing Companion and step-by-step guide. Fashion 2.0: Blogging Your Way to the Front Row: The Insider's Guide to Turning Your Fashion Blog into a Profitable Business and Launching a New Career Etsy: Etsy Business: 50 Beginner Success Tips to Make Money Online with Etsy: Launching, SEO, Marketing, Selling, Pricing, and More! (Etsy SEO, Ebay, Making ... Etsy businesses, Etsy Beginner Ideas) Fitness Launch Formula:

The no fear, no b.s., no hype, action plan for launching a profitable fitness business in 60 days or less — from someone who's done it Fitness Launch Formula: The no fear, no b.s., no hype, action plan for launching a profitable fitness business in 60 days - from someone who's done it. The New Business Road Test: What entrepreneurs and executives should do before launching a lean start-up (4th Edition) (Financial Times Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)