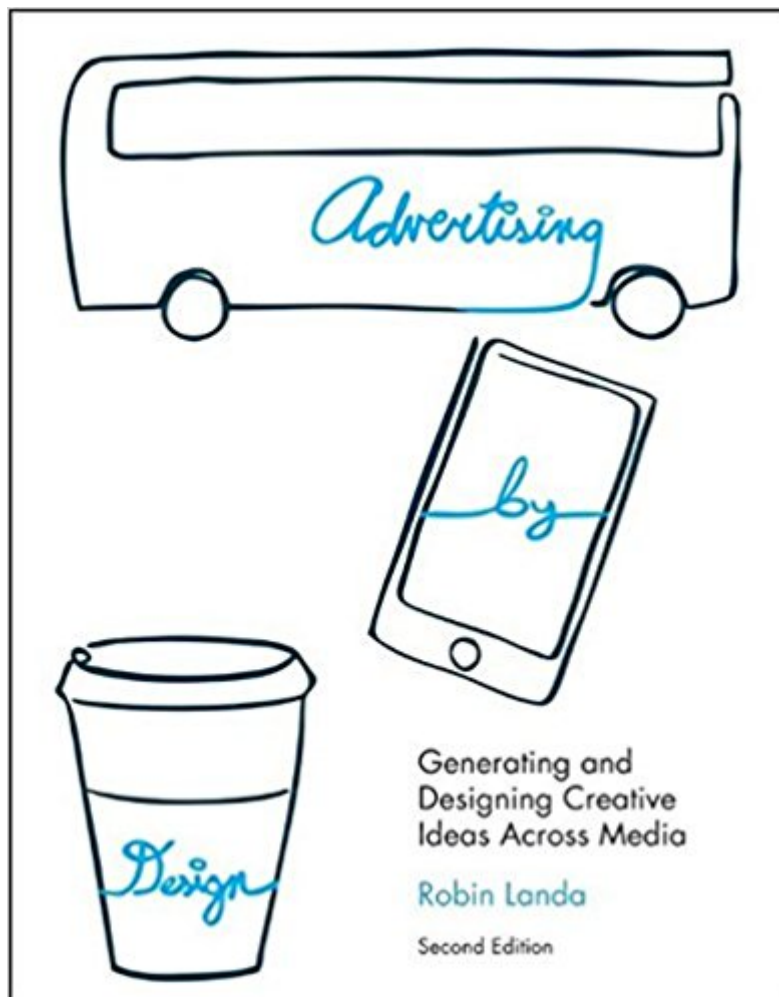


The book was found

Advertising By Design: Generating And Designing Creative Ideas Across Media



Synopsis

Don't miss the new updated edition of the complete guide to the creative processes behind successful advertising design. The second edition of *Advertising by Design* has been developed and greatly expanded. Still the most comprehensive text on creative concept generation and designing for advertising, the book includes a number of features that make it an effective tool for instructors, students, or anyone interested in this field. This includes a practical approach to generating and designing creative integrated-media advertising for brands, organizations, and causes that encompasses brand-building through engagement, community building, added value, and entertainment. Fully supplemented with interviews from esteemed creative directors, along with real-world examples, *Advertising by Design* is both a perfect text for courses that incorporate advertising concepts and design, and a valuable reference for anyone interested in the creative side of advertising. "While the blank piece of paper is exciting, it can also be a very scary place. Robin Landa has created a valuable tool for jump-starting the creative process across all platforms. This book is a must-read for beginners and seasoned veterans." -- Paul Renner, EVP Group Creative Director, Arnold Worldwide, Boston "This is still the quintessential, step-by-step textbook for anyone interested in learning or teaching the fundamentals of advertising." -- Alan Rado, IADT/Harrington College of Design "The most enlightening textbook on advertising I've ever seen. A must-read for any student of the ad biz." -- Drew Neisser, CEO, Renegade "So perfect for a creative strategist, transformational world. Very few books get it right about the evolution of creative. This one does, from strategy to storytelling to multiple media solutions. And it's still all about doing beautiful work." -- Deborah Morrison, Chambers Distinguished Professor of Advertising, University of Oregon

Book Information

Paperback: 288 pages

Publisher: Wiley; 2 edition (October 12, 2010)

Language: English

ISBN-10: 0470362685

ISBN-13: 978-0470362686

Product Dimensions: 8.5 x 0.6 x 10.8 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (7 customer reviews)

Best Sellers Rank: #416,931 in Books (See Top 100 in Books) #71 in [Books > Arts &](#)

[Photography > Graphic Design > Commercial > Advertising](#) #819 in [Books > Business & Money](#)

> Marketing & Sales > Advertising #1397 in Books > Arts & Photography > Graphic Design > Techniques

Customer Reviews

This book was very informative for class but it became very useful when school was out. It allowed me to understand advertising and tag lines as well as how to have a consumer friendly advertisement. Waning it shows you how to advertise by design as well as social media. Great for anyone who is interested in advertisement

This book is very helpful and full of inspiration. I bought it for an Ad Design class but it will be a great addition to my book collection. I will reference it.

I use it for class and its very informative although my instructor mentioned that some of the content is out of date.

There are some merits for this book, but all in all I found it incredibly dull and uninspired. While the examples and showcases featured inside the book had my interest, the actual writing in it was repetitive and sometimes obvious. And when it wasn't that, so much jargon seemed to be crammed into such a small area. If you're considering it, I say take an actual look through it before purchasing. If it your cup of tea, I do see how it would be useful but as for me... Well, does anyone want to buy a copy?

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

Advertising by Design: Generating and Designing Creative Ideas Across Media Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) 5 Minutes A Day Guide To FACEBOOK: How to Create, Promote & Market a Successful Money Generating Account (BUSINESS, INCOME & SOCIAL MEDIA Book 3) The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series) The Creative Process Illustrated: How Advertising's Big

Ideas Are Born Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Trespassing Across America: One Man's Epic, Never-Done-Before (and Sort of Illegal) Hike Across the Heartland Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First Advertising Creative: Strategy, Copy, and Design Designing Brand Experience: Creating Powerful Integrated Brand Solutions (Graphic Design/Interactive Media) The Options Edge: An Intuitive Approach to Generating Consistent Profits for the Novice to the Experienced Practitioner (Wiley Trading) Pit Trader's Diary: Income-generating Secrets Wall Street Doesn't Want You to Know: Use "Iron Condor Options Trades" to make money whether the Market goes up or down. Options Trading:: Simplified Options Trading Guide For Generating Profits On An Ongoing Basis (Options Trading Strategies, Investing, Day Trading, Stock Options,) Turning Convenience Stores Into Cash Generating Monsters Creative Lettering and Beyond: Inspiring tips, techniques, and ideas for hand lettering your way to beautiful works of art (Creative...and Beyond)

[Dmca](#)