



How to Have Great Ideas: A Guide to Creative Thinking and Problem Solving: A Guide to Creative Thinking

By John Ingledew

Laurence King Publishing, United Kingdom, 2016. Paperback. Book Condition: New. 240 x 170 mm. Language: English . Brand New Book. This is an essential guide for students and young professionals looking to embrace creative thinking in design, advertising and communications. Numerous strategies are introduced accompanied by practical projects each showing how to unlock creative ideas in different ways. Packed with great examples of innovative thinking in graphic design, advertising, photography, illustration, architecture, product design, furniture design, industrial design, animation, digital design, car design, engineering, art and fashion.



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