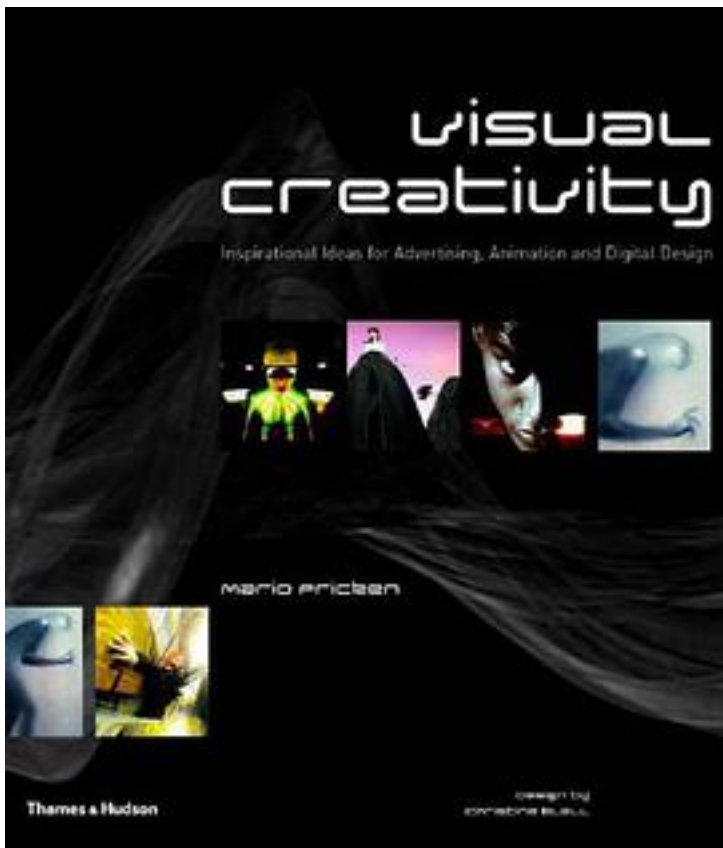


# Visual Creativity



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Mario Pricken's previous book, *Creative Advertising*, sparked the imaginations of countless advertising, marketing, media and design professionals. Now *Visual Creativity* goes one step further. This practical handbook is packed with tips and techniques specifically designed to create whole new worlds of visual ideas. Top creatives from the fields of advertising, film, photography, computer animation and game development have a wealth of exercises and methods at their fingertips that help

them to hone their creative capabilities, produce inspirational ideas and think in new directions. Interviews with industry names such as Ben Snow of ILM and Daniel Kleinman give an insider's perspective of the strategies and sources of visual creativity, while their methods are vividly illustrated with hundreds of full-colour images from the world's best idea-makers.

作者介绍:

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