MTIV: Process, Inspiration and Practice for the New Media Designer

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Book Description

MTIV (Making the Invisible Visible) is an indispensable guide for the new age of media design. This book is about HOW to achieve the results that bring in profits and make you a better designer. This beautifully written and designed book unveils the methods behind Hillman Curtis' phenomenal success as a new media designer. In well-crafted narrative and instructional form, Hillman outlines his systematic approach for working with clients to develop clear, cogent, and creative communication - three "musts" for successful design.

Through trial and error, Hillman and his company honed a seven-step process for creating concepts, and developing and designing new media. Often overlooked or unknown by designers, the methods in this book are distilled from years of experience and enhanced by Hillman's years as a leader in the design field. Divided into three parts - "Process," "Inspiration," and "Practice" - the book offers a practical methodology for successful artistic and professional work and also offers technical advice for translating this to the web (color, XML, streaming media, and other topics are discussed). Written with a subtle sense of humor and narration that really flows, this book is a joy to read, with great advice that helps designers with their own design work.

作者介绍:

目录:

[MTIV: Process, Inspiration and Practice for the New Media Designer_下载链接1_](#)

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