

# The Mind's Eye



## THE MIND'S EYE

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In the performing arts, design encompasses a wide array of possible forms and settings, including sets, costumes, lighting, and digital environments for Broadway, Hollywood, television, and the computer-gaming world. But all designs, no matter how diverse, require a focused, interpretive, and creative vision that brings an idea to vivid life. In "The Mind's Eye," design professional Wayne Kramer guides you through the process of imagining and realizing effective designs that are faithful to a source work's purpose. Beginning with a script, treatment, or project description, Kramer shows you

how to read carefully for the author's intent and then apply a specific element-by-element methodology that generates striking results in any genre and for any audience. His tips, techniques, and useful background information on every aspect of the design process already make "The Minds' Eye" an indispensable tool, but with the addition of both a CD-ROM that illustrates his points with digital clarity and case studies based on interviews with professionals that show how they meet a variety of design dilemmas, Kramer moves his method, and your work, a giant step forward. "The Mind's Eye" is the perfect hand-held mentor. If you are new to design, it will serve as an ideal model for your first forays into the field; for the more experienced, Kramer's insight offers a professional resource for reflection and growth. Read The Mind's Eye and be ready to achieve your vision today, no matter what type of design challenge awaits you.

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