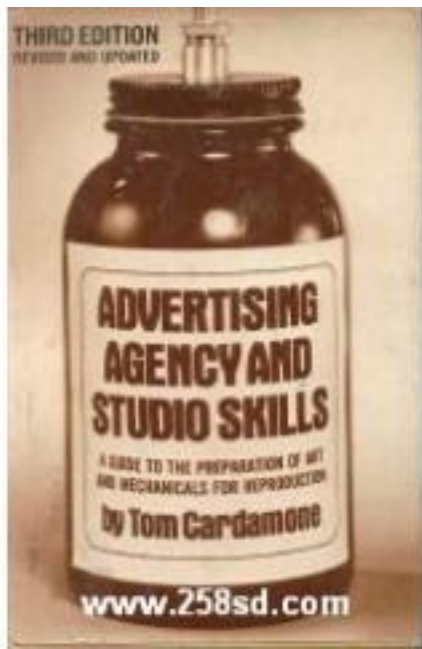


Advertising Agency and Studio Skills, 3rd Edition



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著者:

出版者:

出版时间:

装帧:

isbn:9780823001514

FOREWORD
BOARD PROCEDURE for artists in agencies and studios encompasses numerous skills and techniques. One category of this procedure is referred to as "mechanicals" which although it is essentially a subject within itself is yet so interrelated with all other aspects of board procedure that it is difficult to define. Because the subject requires so vast a knowledge of advertising it is fast becoming a necessary prerequisite to gaining a foothold in the broad field of advertising. Keen competition makes it difficult for the average student at the onset of his or her career to obtain a first position in the capacity desired. There is little time to break in the beginner--who must already have some knowledge of the business not just creative ability. In order to produce the desired effect which is the result of

advertising \ "know-how" the beginner must first accumulate certain specific information and experience. While the student (as well as the already developed artist) is making every effort to find a position that will present an opportunity for self-expression he or she must reach out in every direction for additional more extensive knowledge and understanding in order to nurture latent creativity as well as manual capabilities. Quite often people who do mechanicals are not considered creative artists. They are sometimes looked upon as ordinary machine operators in a factory. This attitude of course is fallacious. An employer may say \ "Mechanical artists? They re expendable.\" An experienced artist may say \ "Mechanicals? There s nothing to it! You can learn it in two weeks.\" These people have either forgotten how long it takes to learn all the requirements of this position or are kidding themselves in to thinking they know all that it involves. For if they deliberated the requirements of the artist

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