

Idea Revolution



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Through activities, exercises and anecdotes this overflowing book gives creativity-tapped graphic designers several methods of generating ideas and reconnecting to their creative energy. The three sections of this book focus on the most common - and therefore most stressful - brainstorming environments designers face: individual, team and with non-creatives. There are hundreds of brief and whimsical tips for every brainstorming situation and diverse and imaginative thought-provoking exercises appropriate for the fast-paced design artists. This book targets the major obstacles in the creative process by guiding designers through exercises that jolt themselves, their colleagues, and their clients back to life.

作者介绍:

Clare Warmke is an editor for HOW Design Books.

目录:

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评论

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书评

由于有工作环境的差异，感觉这书更适于为中国的浏览者做积累和拓展眼界，想要现学现卖的朋友暂时就不要阅读此书了。

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