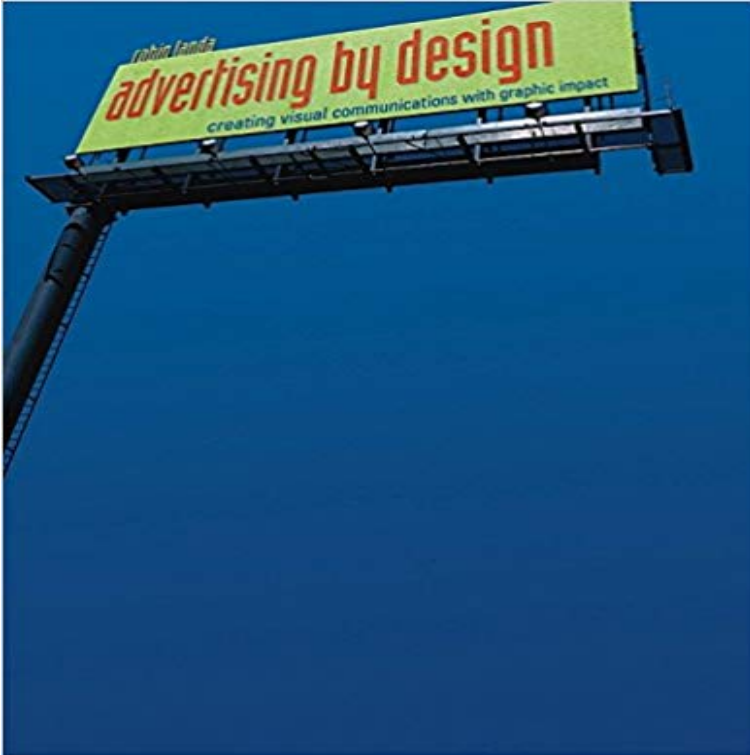


Advertising by Design: Creating Visual Communications with Graphic Impact



A complete guide to the process behind effective advertising design Advertising by Design is a brilliantly accessible approach to the creative process behind effective, memorable advertising. This full-color text provides a highly illustrative, behind-the-scenes look at developing successful ads for a variety of media-including print, television, online, and guerrilla advertisements-empowering students to find creative solutions. Advertising by Design encourages students to push past the obvious design choices to find the big idea! Dozens of celebrated ad campaigns demonstrate such concepts as the visual and verbal relationship, visual metaphors, creating unified campaigns, and many others. Fully supplemented with interviews from esteemed creative directors and chapters on developing imaginative ideas, copywriting, and advertising history, Advertising by Design is a perfect text for beginning and intermediate advertising design courses and core courses in all visual communications programs that incorporate advertising concepts and design strategies.

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