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# Advertising By Design: Creating Visual Communications With Graphic Impact



## Synopsis

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.

## Book Information

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## Customer Reviews

I'm an advertising professor, and I've used Landa's "Advertising by Design" for three different classes when teaching an Introduction to Advertising Design course. The book is clearly written, organized well and rich in contemporary examples. Landa does a good job of discussing the problem-solving aspects of the art director's daily grind. And she very quickly establishes that there is a significant difference between graphic design and advertising design. In her next edition, I'd like to see a section dedicated to ideation, perhaps talking about SCAMPER, non-linear brainstorming

and other tools to help the student develop a good conceptual foundation. But, overall, I would recommend this book without reservation.

Fantastic guide for idea generation, designing unified ad campaigns and creative approaches. Very valuable information and great examples of award-winning ads and ad campaigns. Really interesting info about ad history that I didn't learn in college!

Finally a book about advertising that helps the reader understand how to develop relevant concepts as well as design! There are so many great examples of concept categories and so much excellent info on how-to create a cohesive campaign. The info on guerilla advertising and TV is very helpful.

This book's just fantastic to jumpstart and dive into advertising creative process! no matter if you're a student or seasoned adman, this book will reveal lots of insights about design as an important aspect in the creation of successful, punchy advertising. Being a copywriter myself, i can't stress enough the need to think visually, and this book encourages the reader to solve communication problems with images - very important for this fast-moving, can't-read-long-copy, sorry market...and this book gives you all the tools you need to start. Definitely a must have in a professor's top 10 shelf. Thanks, Mrs. Landa....you nailed it! D. Bohorquez S. America

It has great images that really explain the text. It is an easy read, the author gives a good tone. It doesn't have much information on actual advertising research strategy, the back up support to the ad. I think that needs to be elaborated for students to understand it better.

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