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5.0 out of 5 stars Great advertising and promotional examples across all media. Reviewed in the United States on February 20, 2017. As a design educator, I have relied on Robin Landa's many books for teaching a balance of design theory and practice. This book is most exceptional since advertising is her speciality.

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Designing Creative ...

Advertising by Design: Generating and Designing Creative Ideas Across Media: Landa, Robin: 9780470362686: Amazon.com: Books.

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ROBIN LANDA is a Distinguished Professor in the Department of Design at Kean University of New Jersey as well as a Designer, Branding Consultant, and Creative Strategist with her own firm, www.RobinLanda.com. She is the author of twelve books in addition to being a frequent speaker on the subjects of advertising, graphic design, branding, and creativity.

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Robin Landa is a distinguished professor in the Michael Graves College at Kean University. An award-winning author, teacher, designer, and branding expert, she has written more than twenty books on advertising, design, and creativity, including such bestsellers as *Graphic Design Solutions* (now in its fifth edition), *Build Your Own Brand*, and *Nimble: Thinking Creatively in the Digital Age*.

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Robin Landa

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A complete guide to the process behind effective advertising design Advertising by Design is a brilliantly accessible approach to the creative process behind effective,

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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.

GRAPHIC DESIGN SOLUTIONS, 6th EDITION, is the most comprehensive reference on graphic design for print and screen media. Author Robin Landa introduces principles of design and how they apply to the various graphic design disciplines, and major applications are explained and illustrated with professional work and diagrams. This text serves as a solid foundation for typographic design, advertising design and graphic design. In-depth coverage includes such

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topics as design principles, the design process, concept generation, branding and visual identity, design for web and mobile, package design, portfolio development, social media, ad campaigns and more. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Graphic Design Solutions is the most comprehensive, how-to reference on graphic design and typography. Covering print and interactive media, this book examines conceiving, visualizing and composing solutions to design problems, such as branding, logos, web design, posters, book covers, advertising, and more. Excellent illustrations of historical, modern and contemporary design are integrated throughout. The Fifth Edition includes expanded and updated coverage of screen media, including mobile, tablet, desktop web, and motion as well as new interviews, showcases, and case studies; new diagrams and illustrations; a broader investigation of creativity and concept generation; visualization and color; and an updated timeline. Accompanying this edition, CourseMate with eBook brings concepts to life with projects, videos of designers in the field, and portfolio-building tools. Additional online-only chapters—Chapters 14 through 16—are available in PDF format on the student and instructor resource sites for

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What is your brand? As a designer your success depends on how you brand yourself and the service you provide. This book will help you explore, develop, distill, and determine a distinctive brand essence, differentiate yourself, and create your visual identity. Build Your Own Brand is a guided journal designed to help you sketch, write, design, and conceive the way you brand yourself. More than 80 prompts and exercises will help you develop your: Personal brand essence Visual identity and style Resume and elevator pitch and much more! Whether you're trying to land a new job or launch a design business, let this unique guide light the way. You'll find helpful advice, interviews, and prompts from esteemed psychologists, creative directors, brand strategists, designers, artists, and experts from a variety of disciplines. Build your own brand today!

In graphic design, creative thinking skills are undoubtedly important, but sometimes the importance of critical thinking skills is overlooked. Nimble will help you discover how to develop a creativity that is strategic and also able to cross platforms, industries or

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sectors. You'll discover a creative thinking process that allows you to generate scalable ideas that are both sticky and stretchy. As you develop a flexible mind that is ideal for visual communication, digital marketing, or social media, you'll increase your value as a designer - to your clients, your employer, or simply your own work.

The exercises in this text expand upon graphic design applications and each exercise presents a creative problem intended to stimulate visual thinking, encourage sketching and ideas, and, prompt the reader to try new approaches.

In today's competitive marketplace, establishing a creative and comprehensive branding program is crucial to achieving business success. This dynamic new book from best-selling author Robin Landa is an all-inclusive guide to generating ideas and creating brand applications that resonate with an audience. A highly visual examination of each phase of the branding process includes comprehensive coverage of the key brand applications of graphic design and advertising. Readers gain valuable insight into the art of designing individual brand applications-brand identity, promotional design, identification graphics, web sites, advertising, and unconventional/guerilla formats, among others-while benefiting from the thoughtful commentary and full-color

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branding work of award-winning designers and creative directors worldwide. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Using over 250 full-colour images, this book presents exercises and advice from top professionals, to offer inspiration to graphic designers.

The design marketplace has never been more competitive, or demanded more from emerging talent. To succeed, you must navigate the transition from learner to professional with purpose and precision. In *Stand Out: Building Your Design Portfolio*, Denise Anderson offers a hands-on, three-step, full-color action plan for establishing your unique brand, crafting a killer portfolio, tailoring and delivering your message, getting your perfect design job, and excelling once you're hired. In this superbly organized and beautifully designed book, Anderson distills 20+ years of experience as a graphic designer, entrepreneur, instructor, and mentor, offering you powerful insights and easy-to-use tools for successfully launching your career. Whether you're in graphic design, advertising design, interactive or web design, fashion, or any other design field, Anderson will help you identify what makes you unique, and use it powerfully differentiate yourself from everyone else.

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Stand Out's step-by-step approach, hands-on work exercises, and short, easy-to-absorb chapters guide you through: Clarifying your brand purpose and unique attributes Designing your brand identity, encompassing all brand touchpoints Creating an online presence that showcases you at your best Self-promoting your brand, from social media to print "leave-behinds" Optimizing your portfolio for the industry and company where you want to work Discovering what's hot in portfolio design and strategy - and what's not Understanding what employers want from you Producing your digital and/or print portfolio Choosing your mentor(s) and creating your personal advisory board Developing a personal job plan you can start executing right now Protecting your work against theft Identifying your dream job Writing and designing outstanding resumes and job-specific cover letters Interviewing and presenting your work effectively Accepting a position and negotiating salary Succeeding in your first job, and preparing for the next Stand Out brings together all the easy-to-use forms, checklists, and tools you'll need... multiple examples of great student and young professional portfolio work to show you how it's done... dozens of great tips and tricks... "in the trenches" insights from recent graduates... all you need to get where you want to go!

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