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

Paperback: 256 pages

Publisher: Wiley; 1 edition (June 9, 2004)

Language: English

ISBN-10: 0471428973

ISBN-13: 978-0471428978

Product Dimensions: 8.5 x 0.6 x 10.9 inches

Shipping Weight: 1.6 pounds

Average Customer Review: 4.6 out of 5 starsÂ Â See all reviewsÂ (10 customer reviews)

Best Sellers Rank: #792,184 in Books (See Top 100 in Books)   #163 inÂ Books > Arts & Photography > Graphic Design > Commercial > Advertising   #993 inÂ Books > Textbooks > Computer Science > Graphics & Visualization   #1426 inÂ Books > Computers & Technology > Programming > Graphics & Multimedia

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 proffessor's top 10 shelf. Thanks, Mrs. Landa....you nailed it!D. BohorquezS. 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.

Advertising by Design: Creating Visual Communications with Graphic Impact Visual Developer Creating ActiveX Controls with Visual Basic 5: The Comprehensive Guide for Creating Powerful Web Controls Visual Workplace/Visual Thinking: Creating Enterprise Excellence through the Technologies of the Visual Workplace Error-Correction Coding for Digital Communications (Applications of Communications Theory) Wireless and Mobile Networking: IFIP Joint Conference on Mobile Wireless Communications Networks (MWCN'2008) and Personal Wireless Communications ... in Information and Communication Technology) Grid Systems in Graphic Design: A Visual Communication Manual for Graphic Designers, Typographers and Three Dimensional Designers (German and English Edition) Guerrilla Advertising 2: More Unconventional Brand Communications Advertising and Promotion: An Integrated Marketing Communications

Perspective, 10th Edition Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th Edition Integrated Advertising, Promotion, and Marketing Communications (7th Edition) Advertising Promotion and Other Aspects of Integrated Marketing Communications Contemporary Advertising and Integrated Marketing Communications, 14th Edition Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising "Graphic Design U.S.A., No. 16": The Annual of the America Institute of Graphic Arts (365: Aiga Year in Design) Corporate Diversity: Swiss Graphic Design and Advertising by Geigy 1940 - 1970 Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Graphic Classics Volume 4: H. P. Lovecraft - 2nd Edition (Graphic Classics (Graphic Novels)) Creating HTML 5 Websites and Cloud Business Apps Using LightSwitch In Visual Studio 2013-2015: Create standalone web applications and Office 365 / ... using Visual Studio LightSwitch technology Visual Developer VBScript 2 & ActiveX Programming: Master the Art of Creating Interactive Web Pages with Visual Basic Script 2 and ActiveX