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Launching the Imagination 3D (Paperback)

By Mary Stewart

McGraw-Hill Education, United States, 2014. Paperback. Condition: New. 5th Revised ed.. Language: English . Brand New Book. Launching the Imagination treats design as both a verb and a noun--as both a process and a product. Design is deliberate--a process of exploring multiple solutions and choosing the most promising option. Through an immersion in 3D concepts, students are encouraged to develop methods of thinking visually that will serve them throughout their studies and careers. Building on strengths of the previous four editions, Launching the Imagination, 5e, is even more: Concise. Every sentence has been refined, so that maximum content can be communicated as clearly and concisely as possible. Colorful. In addition to full-color throughout the book, the writing is livelier than that in most textbooks. Analogies are often used to expand communication, and every visual example has been carefully selected for maximum impact. Comprehensive. LTI is the only foundational text will full sections devoted to Critical and Creative Thinking and to Time-based Design. Photo program is global, represents a myriad of stylistic approaches, and prominently features design and media arts as well as more traditional art forms. Contemporary. Over half of the visual examples now represent artworks completed since 1970.



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