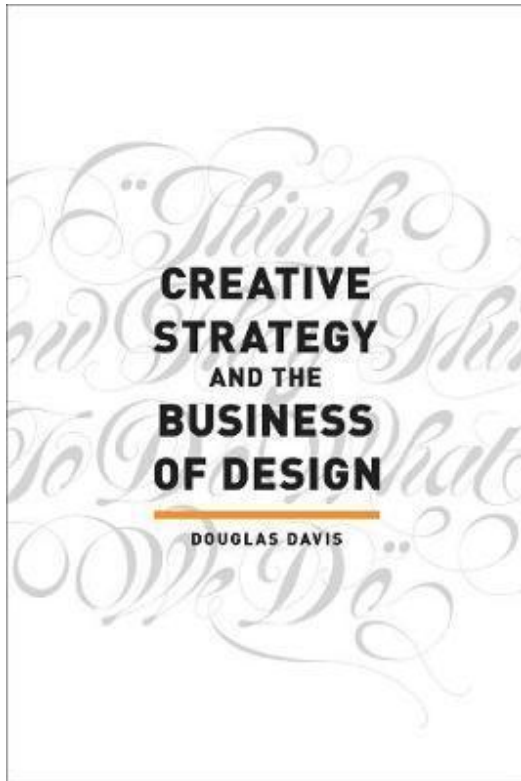


Read Online Creative Strategy and the Business of Design Full eBook



Details:

Author: *Douglas Davis*

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Plot:

Professions that utilize creativity, technology and design have shifted from a purely idea-centric field to one that has to provide creative business solutions. Marketers (clients) now hold agencies or firms accountable for their creative ideas and as a result success is measured in conversions and ROI. This book will give you the tools to provide value when design conversations veer off into marketing territory. Designers also get a framework for identifying and organizing each project's essential elements and articulating strategy within your creative presentations. This book also teaches how to recognize what marketers are asking for and gain confidence in your ability to advise them with your creative executions.

Additional Information:

Review quote

"If Davis' book isn't the best book written for strategists, it is waaaaaay up there. Last time I liked a strategist's book this much was Steel's Truth, Lies, and Advertising." --Luke Sullivan, Author of "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" Creatives are often pigeonholed by our industry as just artists . But not if we all read this book. Finally there s an in-depth guide to help designers, copywriters and others infuse strategic business-thinking into every piece of creative work --Pete Barry, Creative Director and Author of "The Advertising Concept Book"" "Douglas wears a lot of hats-all stylish and functional. There's a huge disconnect happening right now in the industry and Douglas's book is a means to bridging that gap."--Aaron Pierson "The Huffington Post " "This book is what separates good designers, from great designers. It bridges the often neglected gap between business, design and strategy. A must have resource." --Jacob Cass, Brand Identity Consultant and Founder of Just Creative "If Davis' book isn't the best book written for strategists, it is waaaaaay up there. Last time I liked a strategist's book this much was Steel's Truth, Lies, and Advertising." --Luke Sullivan, Author of Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads "Creatives are often pigeonholed by our industry as just "artists." But not if we all read this book. Finally there's an in-depth guide to help designers, copywriters and others infuse strategic business-thinking into every piece of creative work" --Pete Barry, Creative Director and Author of The Advertising Concept Book "Every designer/creative should have Creative Strategy and The Business of Design as a cornerstone in their reference library. This is a great book because it's concise without lacking, thorough and to the point, and an easy read that I'll be referencing again and again." --Glenford Laughton

About Douglas Davis

Brooklyn-based Douglas Davis enjoys being one of the variety of voices needed in front of and behind the concept, marketing plan or digital strategy. Since 1999, he has been a Freelance Art & Creative Director specializing in multi-channel solutions. Douglas began his interactive advertising career as a digital designer for various media properties and agencies including CondeNet, ESSENCE Magazine, JWT/Brouillard, Tribal DDB, Deutsch, Greater Than One and G2 Direct & Digital. While Associate Creative Director at JWT/Brouillard, he was responsible for founding and co-directing the company's Interactive division. In 2011 The Davis Group was formed and

continues to offer Douglas' strategic solutions to client branding, digital and design problems.

Douglas holds a B.A. in Graphic Design from Hampton University, an M.S. in Communications Design from Pratt Institute and a M.S. in Integrated Marketing from New York University. Douglas has been an Adjunct Professor in the Integrated Marketing Department at New York University and is currently Assistant Professor of Advertising and Graphic Design within the City University of New York at New York City College of Technology. In addition to client work and giving back in the classroom, Douglas was appointed to serve on the advisory board for New York City's High School for Innovation in Advertising and Media (IAM). His advertising and academic experience aided him in authoring IAM's CTE curriculum for the first advertising high school in the country.