

Synopsis

Creative Advertising: An Introduction explores the fundamentals of advertising and branding, providing an indispensable overview of creative thinking in advertising practice. The book offers clear guidance on portfolio presentation, making contacts, and skills building, on crafting ideas in copy and art direction, and on working with others in the larger creative process. It is full of advice from some of the world's leading figures in advertising and is illustrated with numerous examples of award-winning work.

Book Information

Paperback: 240 pages

Publisher: Laurence King Publishing (March 18, 2014)

Language: English

ISBN-10: 1780671199

ISBN-13: 978-1780671192

Product Dimensions: 8.8 x 1 x 10.2 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 3.6 out of 5 stars 3 customer reviews

Best Sellers Rank: #180,954 in Books (See Top 100 in Books) #33 in Books > Arts & Photography > Graphic Design > Commercial > Advertising

Customer Reviews

Miriam Sorrentino has worked as an art director for a number of London's leading agencies, including Leo Burnett, D'Arcy, Grey and Publicis, where she has created campaigns for many clients, including Fiat, McDonald's, Mars, and Epson. She lectures in Brand Communication and Advertising at The University of Greenwich, UK.

Help a lot.

I cannot wait to begin reading this book, it is highly recommended. Great buy; quick delivery. Also, the book is new and a great price.

Required/suggested for one of my classes. But it's useless. We take notes in class that obviously don't come from this book. Those notes though, now those are helpful. This book is useless.

[Download to continue reading...](#)

The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) Graphis Advertising 98 (Graphis Advertising Annual) Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! No Advertising Teespring (2017): How to Sell T-shirts on Instagram Without Spending a Dime on Advertising Hake's Guide to Advertising Collectibles: 100 Years of Advertising from 100 Famous Companies Creative Advertising: An Introduction Advertising by Design: Generating and Designing Creative Ideas Across Media The Creative Process Illustrated: How Advertising's Big Ideas Are Born Creative Advertising: Ideas and Techniques from the World's Best Campaigns Creative Strategy in Advertising Advertising Creative: Strategy, Copy, and Design Agency: Starting a Creative Firm in the Age of Digital Marketing (Advertising Age) The 7 Secrets of Creative Radio Advertising Advertising: A Very Short Introduction Advertising: A Very Short Introduction (Very Short Introductions) Design Genius: The Ways and Workings of Creative Thinkers (Creative Core) Creative Haven Horses Color by Number Coloring Book (Creative Haven Coloring Books) Creative Haven Square Mandalas Coloring Book (Creative Haven Coloring Books) Creative Lettering and Beyond: Inspiring tips, techniques, and ideas for hand lettering your way to beautiful works of art (Creative...and Beyond) Creative Haven Creative Cats Coloring Book (Adult Coloring)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)