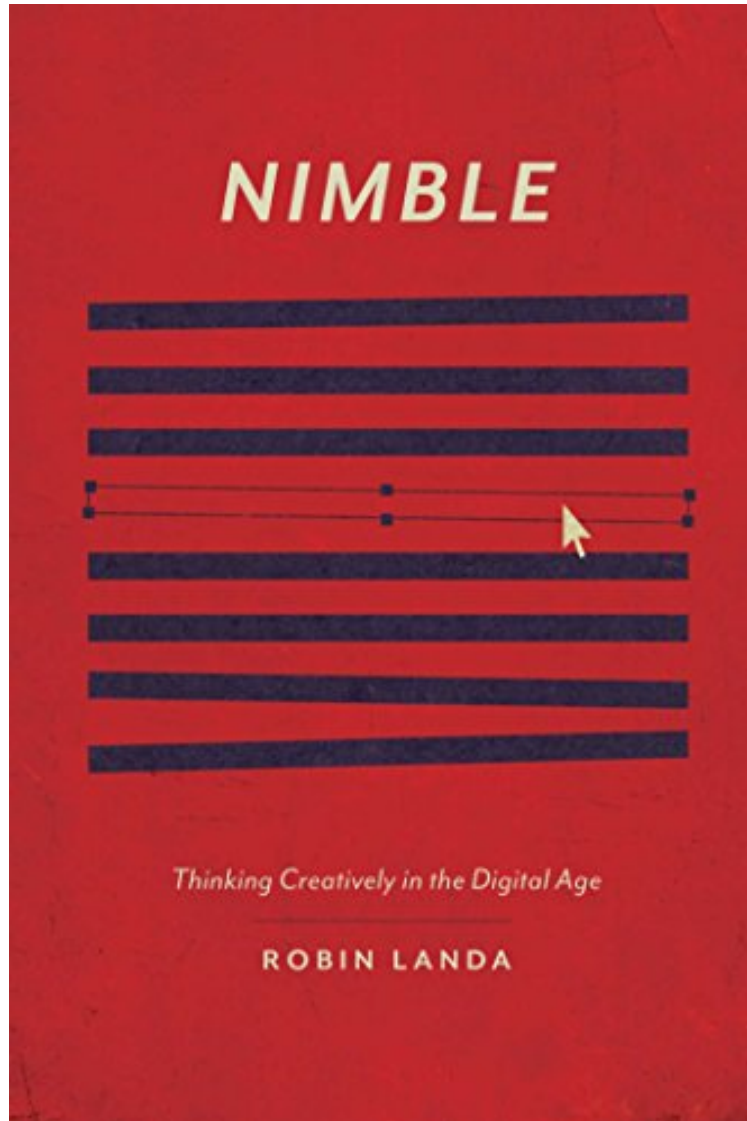


(Download free pdf) Nimble: Thinking Creatively in the Digital Age

Nimble: Thinking Creatively in the Digital Age

Robin Landa

*audiobook / *ebooks / Download PDF / ePub / DOC*



#1130817 in eBooks 2015-05-14 2015-05-14 File Name: B00VAYIP16 | File size: 59.Mb

Robin Landa : Nimble: Thinking Creatively in the Digital Age before purchasing it in order to gage whether or not it would be worth my time, and all praised Nimble: Thinking Creatively in the Digital Age:

1 of 3 people found the following review helpful. Five StarsBy willowVery informative and inspiring for any designer.1 of 4 people found the following review helpful. Five StarsBy Tina Z.Fast and just as described.0 of 0 people found the following review helpful. The Constant in CreativityBy Oriam IcnorThis was an incredible book, the problem with any industry and especially the design industry is that things are constantly changing. And that can be stressful and the same time fun for creative people. But this book shows knowing that there are constants to the ever

changing world there are certain processes and questions that remain the same and form the basis of any ground breaking solution. This book isn't about the newest technique but the ability to stay nimble and strengthen the foundation of any creative thought pattern. In a nutshell it's not the medium. It's the message.

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 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.

About the Author Robin Landa holds the title of Distinguished Professor in the Robert Busch School of Design at Kean University of New Jersey. She is the author of twelve published books about graphic design, branding, advertising, and creativity.