



Advertising by Design: Generating and Designing Creative Ideas Across Media

Robin Landa

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Don't miss the new updated edition of the complete guide to the creative processes behind successful advertising design.

The second edition of *Advertising by Design* has been developed and greatly expanded. Still the most comprehensive text on creative concept generation and designing for advertising, the book includes a number of features that make it an effective tool for instructors, students, or anyone interested in this field. This includes a practical approach to generating and designing creative integrated-media advertising for brands, organizations, and causes that encompasses brand-building through engagement, community building, added value, and entertainment.

Fully supplemented with interviews from esteemed creative directors, along with real-world examples, *Advertising by Design* is both a perfect text for courses that incorporate advertising concepts and design, and a valuable reference for anyone interested in the creative side of advertising.

"While the blank piece of paper is exciting, it can also be a very scary place. Robin Landa has created a valuable tool for jump-starting the creative process across all platforms. This book is a must-read for beginners and seasoned veterans."

-- Paul Renner, EVP Group Creative Director, Arnold Worldwide, Boston

"This is still the quintessential, step-by-step textbook for anyone interested in learning or teaching the fundamentals of advertising."

-- Alan Rado, IADT/Harrington College of Design

"The most enlightening textbook on advertising I've ever seen. A must-read for any student of the ad biz."

-- Drew Neisser, CEO, Renegade

"So perfect for a creative strategist, transformational world. Very few books get it right about the evolution of creative. This one does, from strategy to storytelling to multiple media solutions. And it's still all about doing beautiful work."

-- Deborah Morrison, Chambers Distinguished Professor of Advertising, University of Oregon

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