



Design Genius: The Ways and Workings of Creative Thinkers (Creative Core)

Gavin Ambrose

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Design Genius celebrates the creative thought processes of 69 leading artists, designers, creative agencies, animators, illustrators and typographers. While highlighting key design techniques and theories, the rich visuals presented in this book aim to engage, provoke and inspire.

Whether you are new to design, or a seasoned expert, the many layers of information provided by this book mean it has something for everyone. Readers will delight in the visual and tactile effects of a number of subtle design features, as well as the vast array of illustrations on display. In-depth discussions with the creatives themselves as well as more practical design tips will also help you to discover the power of your own creative problem-solving skills.

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