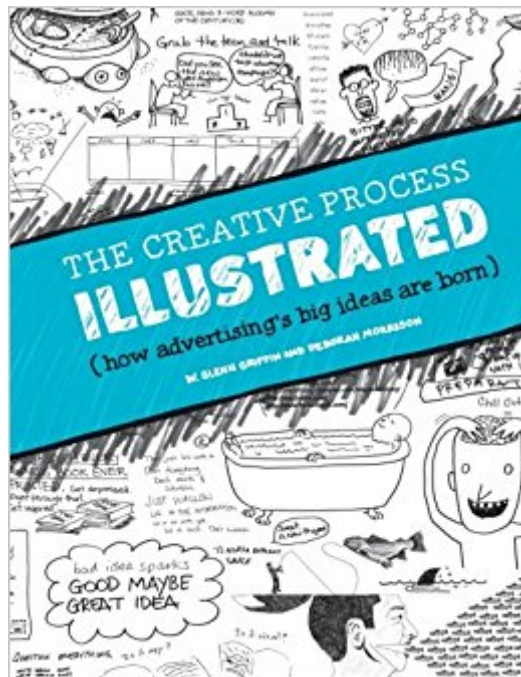


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# The Creative Process Illustrated: How Advertising's Big Ideas Are Born



## Synopsis

Finally, answers to the question: How are big ideas born? Creative directors, art directors and advertising copywriters are some of the great artists and thinkers of our time. Considering the scope and power of their influence in our culture,

## Book Information

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## Customer Reviews

Glenn Griffin teaches courses in creativity and portfolio development and leads the Method Creative program at Southern Methodist University's Temerlin Advertising Institute in Dallas, Texas. His research has appeared in the Journal of Adver

I love this book. You can see how different a creative mind thinks compared to another. There's an irreverent and very human side of the designers revealed through their sketches/notes/explanations of the creative process, and you can tell by the cover. The only thing I don't love about this book is its size. The pages are too large and I cannot carry it around without bending its corners. Other than that, it is an excellent book. If you're looking for a more serious, text-only book I recommend Millman's How to Think Like a Great Graphic Designer.

Great book!!!

If you are eager to know more about creative world, that is your choice! I love reading these stories.Cheers!

Although this was an assigned text for my Graphic Design course, I did find it both informative and entertaining. The process for each of the professionals was detailed in their own illustrative and written form. Really, anyone who couldn't find something in common with at least a few of these talented designers shouldn't be in the creative field at all. Definately worth reading for anyone who plans to go into the advertising or graphic design fields.

This collection gives those outside of the advertising industry a look into the incredible, odd, wonderful creative process that goes on while making those damn advertisements. It gives those INSIDE the ad industry a look at how the leaders and members of some of the biggest and best agencies do their work. I recommend this book for INSIDERS, OUTSIDER and anyone looking to be inspired, inside and out.

If you're a CW or AD that's trying to get some inspiration to help you execute your latest creative brief, this book is NOT the one you want to buy. It's great for briefly seeing inside the minds of some great and accomplished creatives, but there's nothing in here that's going to help refine your creative process.

boring anecdotes that don't give ANY insight to the creative process. Mostly mental masturbation

Meh. Nothing special here.

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