



Loose Leaf for Launching the Imagination

By Mary Stewart

McGraw-Hill Education, 2018. Loose-leaf. Condition: New. 6th ed.. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. New and better than ever, Launching the Imagination treats design as both a verb and a noun--as both a process and a product. Design is deliberate--a process of exploring multiple solutions and choosing the most promising option. Through an immersion in 2-D 3-D and 4-D concepts students are encouraged to develop methods of thinking visually that will serve them throughout their studies and careers. Building on strengths of the previous five editions Launching the Imagination 6e is even more: Concise. Content has been refined so that maximum content can be communicated as clearly and concisely as possible. Colorful. In addition to the full color used throughout the book, the writing is livelier than that in most textbooks. Analogies expand communication, and every visual example has been carefully selected for maximum impact. Comprehensive. Launching the Imagination is the only foundational text with full sections devoted to critical and creative thinking and to time-based design. The photo program is global, represents a myriad of stylistic approaches, and prominently features design...

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