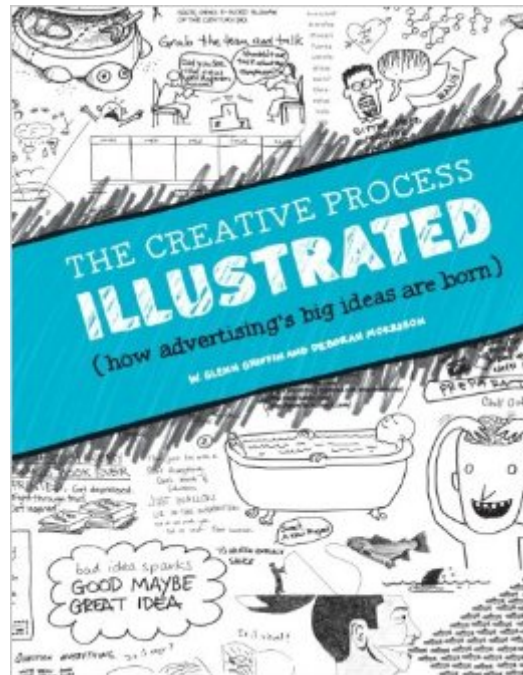


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# The Creative Process Illustrated: How Advertising's Big Ideas Are Born



## 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

Paperback: 176 pages

Publisher: HOW Books; First Printing edition (September 2, 2010)

Language: English

ISBN-10: 1600619606

ISBN-13: 978-1600619601

Product Dimensions: 9 x 0.5 x 12 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (18 customer reviews)

Best Sellers Rank: #283,768 in Books (See Top 100 in Books) #53 in [Books > Arts &](#)

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## Customer Reviews

I just finished reading this book from front to back. It was very interesting and a lot of fun. One thing you'll learn is that the creative process, as described by James Webb Young in his 1965 book *A Technique for Producing Ideas*, is the same for all the people who contributed to *The Creative Process Illustrated*. They all just quote Young in illustrated format, using fish or networks or ink blots, and some of them don't even seem aware that they're using Young's technique at all. This was probably the most profound insight in this book. In short, *The Creative Process Illustrated* is the long scenic route through Young's technique. Young's book is the shortcut. Some people like long, scenic drives, and others don't. If you're in doubt, get both books and go from there.

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*.

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.

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. Definitely worth reading for anyone who plans to go into the advertising or graphic design fields.

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

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

As a young teacher in creative advertising, my students and I both have one thing in common. Every time we find ourselves stuck we ask the same question of our mentors. "Help me figure out how my brain works and how I can use it better to do something I love." What are we trying to do better? The art of Creativity. Griffin and Morrison don't try to teach you how to be creative. And they shouldn't - creative advertising isn't a science that can be mastered with empirical knowledge. Instead, they take a fresh approach and observe how industry gurus get the job done. Griffin provides insights from some 30 odd professionals in the field. This isn't another best of book that lets creative examples run the show. Instead, this book provides fresh focus on accomplished practitioners and their creative processes. Why? Well personally I feel anyone can Google and find thousands of great portfolios. If you're looking for examples of creative work, they're not hard to find. What you will not find in a portfolio is candid discussion on that artist got the job done. What makes the light bulb go off? What ignites good creative? I feel there is no answer to this question. What sparks the most creative of people? This answer can be found time and again in "The Creative Process Illustrated."

Full disclosure: I am not in modern advertising in any way professionally. I do spend a lot of time in the arena of creativity-for-money. In the knitting world, E. Zimmerman taught me to calculate the

value of a book of knitting patterns by the cost of the book divided by the number of patterns I would actually knit. Applying that math to *The Creative Process, Illustrated* yields 35 pages of fabulous information, and 35 interesting portraits. At the cover price, that works out to somewhat less than \$0.71 per useful-to-me page. I think it's a pretty good value, and of course, you can get the book for less than the MSRP. Unfortunately, some of the illustrations are reproduced at a size that's too small for my old eyes to read comfortably. Perhaps that's ok. They're not really intended to be read, exactly, as much as "looked at." Maybe if I were an advertising professional, I would have found the text--both intro, about the process of teaching advertising students, middle--about the contributors (feels like RFP bio material), and end--different slices through the creative process as presented by the contributors--more engaging. As it is, I bought the book for the illustrations, and secondarily for the portraits. Skimmed the text to find it not very helpful, and likely won't look at it again. Would have loved more illustrations, printed on a bigger spread. In many other creative fields, ideas are easy, and implementation / execution is the hard part. It would appear that in professional advertising, it's the "generating ideas on demand" part that's harder, or at least, more mysterious. While there are one or two specific approaches I may try out for myself, most of the value for me is in reinforcement of the huge amount of mystery behind good ideas. It is possible to fertilize and care for the field, certainly--but the eventual harvest is almost always a surprise.

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