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ROBIN LANDA



PURCHASE

The newly revised Fourth Edition of *Advertising by Design: Generating and Designing Creative Ideas Across Media* delivers an invigorating and cutting-edge take on concept generation, art direction, design, and media channels for advertising. The book offers principles, theories, step-by-step instructions, and advice from esteemed experts to guide you through the fundamentals of advertising design and the creative process.

With a fresh focus on building a coherent brand campaign through storytelling across all media channels, *Advertising by Design* shows you how to conceive ideas based on strategy, build brands with compelling advertising, and encourage social media participation. You'll also get insights from interviews with world-leading creatives in the advertising industry as well as from guest essayists.

The book is filled with practical case studies that show real-world applications. You'll also benefit from coverage of:

- A quickstart guide to advertising
- A thorough introduction to what advertising is, including its purpose, categories, forms, and media channels
- Creative thinking strategies, and how to generate ideas based on creative briefs
- New content on copywriting

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