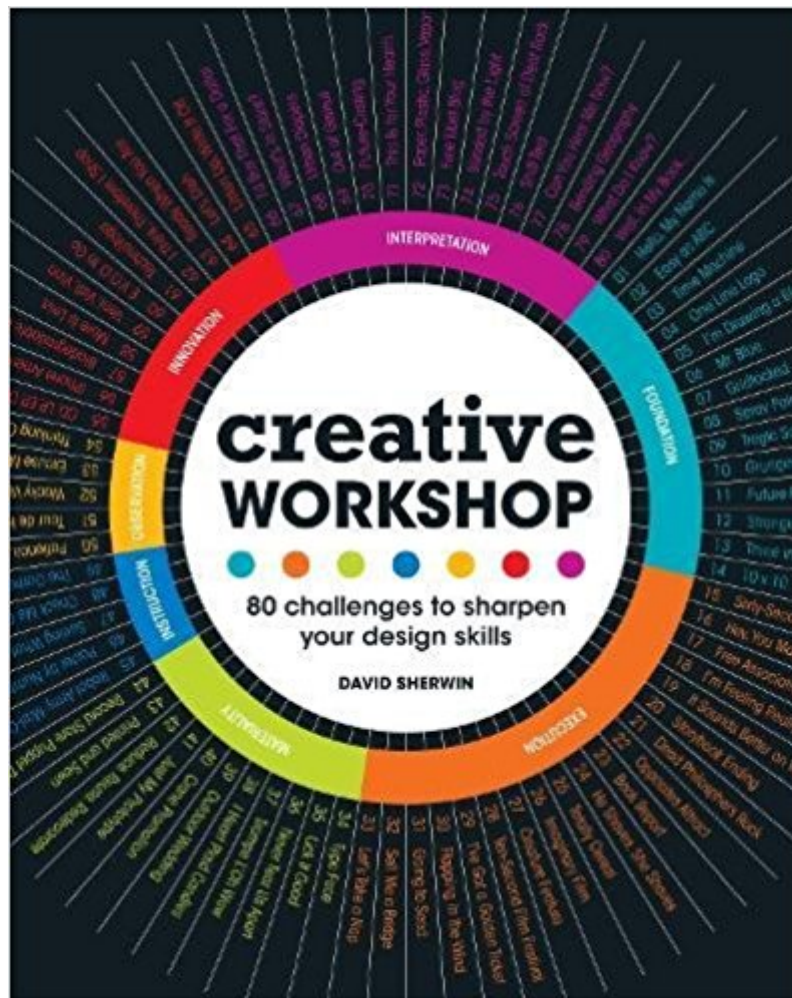**The book was found**

Creative Workshop: 80 Challenges To Sharpen Your Design Skills

Synopsis

Have you ever struggled to complete a design project on time? Or felt that having a tight deadline stifled your capacity for maximum creativity? If so, then this book is for you. Within Creative Workshop, you'll find 80 creative challenges that will help you achieve a breadth of stronger design solutions, in various media, within any set time period. Exercises range from creating a typeface in an hour to designing a paper robot in an afternoon to designing web pages and other interactive experiences. Each exercise includes compelling visual solutions from other designers and background stories to help you increase your capacity to innovate. This book also includes useful brainstorming techniques and wisdom from some of today's top designers. By road-testing these techniques as you attempt each challenge, you'll find new and more effective ways to solve tough design problems and bring your solutions to vibrant life.

Book Information

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Customer Reviews

"This book will help you connect the eye to the brain to the hand, so you won't have to search for inspiration the next time you generate a design." --Michael Surtees, DesignNoted.com "This book strikes me as a collection of exceedingly useful exercises; not just as a means for practice and exploration, but useful to developing designers in discovering processes that work best for them. In that regard and others, much of what is offered here will serve designers throughout their careers." --Andy Rutledge, Principal and Chief Design Strategist at Unit Interactive "Creativity really is mostly perspiration, but it still starts with inspiration, and with this energizing book David Sherwin provides plenty of ways to spark that next great idea. Creative Workshop gives you a toolbox of methods for

everything from coming up with an idea to refining and executing it. Just like today's real world of design, the tools freely cross boundaries between graphic, product and interaction design. And because innovative ideas never happen in a vacuum, Sherwin gives each design challenge a clear goal, meaningful context, and some inspirational examples." --Adam Richardson, Creative Director at frog design and author of Innovation X

David Sherwin is an interaction designer and creative director with a depth of expertise in developing compelling solutions for challenging business problems. His first book wasÃ Â Creative Workshop: 80 Challenges to Sharpen Your Design SkillsÃ Â (HOW Books).David is currently an Interaction Design Director at frog, a global innovation firm, where he helps to guide the research, strategy and design of novel products and services for some of today's leading companies and nonprofit organizations. He is also a senior lecturer in the BFA in Interaction Design program at California College of the Arts. He has spoken and conducted workshops at events such as SxSW, Interaction 11, HOW Design Live, as well as at several design schools around the world. His writing has appeared in Smashing Magazine, TheAtlantic.com/Life,Ã Â A List Apart, PSFK.com,Ã Â HOWÃ Â and many other periodicals.He lives in the San Francisco Bay Area with his wife, the poet and writer Mary Paynter Sherwin. In his free time, he maintains the blog ChangeOrder at changeorderblog.com.

Great book. Reminds me of taking art classes in college. This book forces you to do projects that you may not be comfortable with but will increase your artistic skills. Beautiful book.

I do a lot of in-house design for marketing material production. Since I work in-house, I regularly do "similar" work and wanted to grow my abilities and learn some new things.This book offers a nice change of pace and offers projects to make you better at designing and applying new concepts to your current work.The "Challenges" are a nice balance of fun and difficulty, whose end result can nicely expand a portfolio with a variety of work.

Very good book, inspiring if you are looking for ideas.

I have found this book to be a wonderful tool. Whether I need a warm-up before a client project or need some new ideas for a personal project, 'Creative Workshop' helps give me a running start.Beautifully and simply laid out, the book is easy to follow. I especially enjoyed seeing the

samples of other designers' takes on the challenges. The workshops truly made my brain think outside of the box!I highly recommend this book for beginner and advanced designers alike.

I am really liking this book. It gives you concrete exercises in design, which are timed, which really makes them more effective as each exercise must be COMPLETED in a short time. I have learned a lot doing these exercises and would like to buy a Volume 2 of this book!! I highly recommend this book.

Came fast! Great book

It's a great mental workout, you can do the challenges daily, or weekly, or whenever, but they're a nice workout to get your creative juices flowing. Don't expect to change the world with every project, but you'll see a noticeable difference between your first project and your last project, as far as quality, quantity, functionality, concept, etc. It's just a great book.

I am not so creative, and that is where this book comes in. It challenges your creativity. A friend swears by it!

Creative Workshop: 80 Challenges to Sharpen Your Design Skills Manage Your Day-to-Day: Build Your Routine, Find Your Focus, and Sharpen Your Creative Mind (The 99U Book Series) Manage Your Day-to-Day: Build Your Routine, Find Your Focus, and Sharpen Your Creative Mind Graphic Design Success: Over 100 Tips for Beginners in Graphic Design: Graphic Design Basics for Beginners, Save Time and Jump Start Your Success (graphic ... graphic design beginner, design skills) Creative Fashion Drawing: A Complete Guide to Design and Illustration Styles (Creative Workshop) The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud & InDesign Creative Cloud (Stay Current with Adobe Creative Cloud) The Total Brain Workout: 450 Puzzles to Sharpen Your Mind, Improve Your Memory & Keep Your Brain Fit Yoga: A Man's Guide: The 30 Most Powerful Yoga Poses to Sharpen Your Mind and Strengthen Your Body (Just 10 Minutes a Day!, Yoga Mastery Series) The Better Man Project: 2,476 tips and techniques that will flatten your belly, sharpen your mind, and keep you healthy and happy for life! Adult Coloring Book: Fractals: curves and geometric figures expertly programmed to help reduce stress, sharpen your concentration, and nourish your creativity Sharpen Your Discernment: Because When Life Looks Grey, It's Really Black and White The Book

of IQ Tests: 25 Self-Scoring Quizzes to Sharpen Your Mind 101 Word Find Puzzles Vol. 1: Themed Word Searches, Puzzles to Sharpen Your Mind (Large 101 Themed Word Search Series) (Volume 1) Think Like Einstein: Think Smarter, Creatively Solve Problems, and Sharpen Your Judgment. How to Develop a Logical Approach to Life and Ask the Right Questions Think Like Einstein: Think Smarter, Creatively Solve Problems, and Sharpen Your Judgment Accelerated Learning: Learn How to Read Faster, Memorize More, and Sharpen Your Focus So You Can Master Any Skill and Outsmart Anyone Professional Nursing: Concepts & Challenges, 7e (Professional Nursing; Concepts and Challenges) Designer Joi's Fashion Sewing Workshop: Practical Skills for Stylish Garment Design Creating Glass Beads: A New Workshop to Expand Your Beginner Skills and Develop Your Artistic Voice Habit 7 Sharpen the Saw: The Habit of Renewal (7 Habits of Highly Effective People Signature)