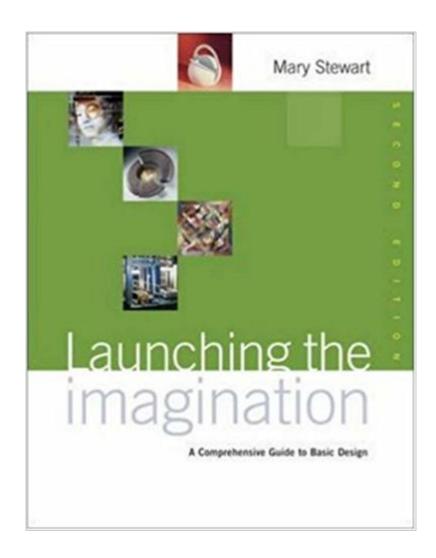**The book was found**

Launching The Imagination: A Comprehensive Guide To Basic Design

Synopsis

Designed for courses in Creativity, Two-, Three- or Four-Dimensional Design, Launching the Imagination offers a comprehensive framework on which students, teachers, and administrators can build. The approach in this second edition is refined, distilled, and updated, using over 600 examples drawn from traditional and contemporary sources. Profiles with interviews of artists and designers introduce students to working processes, career choices, and criteria for excellence from a remarkable group of masters. Launching the Imagination is available in a comprehensive volume treating 2D design, Creativity and Problem-solving, 3D design, and time-based (4D) design; or in split volumes containing either 2D or 3D design, plus the material on Creativity and Problem-solving. Launching the ImaginationÃ¢â ¬â„¢s Core Concepts in Art CD-ROM, version 2.0, which engages students interactively with the elements and principles of art through numerous interactive exercises, has been re-organized and expanded. A copy of this CD-ROM is included free with every copy of the textbook purchased from McGraw-Hill, a student-value of over $30, and is also available individually through your local bookstore.

Book Information

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Customer Reviews

Mary Stewart the Art Foundations Program Director at Florida State University. She is also the Vice President for Regional Coordinators for Foundations in Art: Theory and Education (F.A.T.E.), which is the national organization for Foundation teaching. As an artist, Stewart has worked extensively with visual narrative, both in the classroom and in her studio. She has received two grants from the Pennsylvania Council on the Arts for collaborative choreography and has participated in over eighty

exhibitions, nationally and internationally.

I have pretty much been just a 2D art person, but went back to school and this book was required for my 3D art course. I bought the comprehensive book (includes all 2D, 3D, 4D). This book so far seems very well written and has way more information than I expected. I am so used to dry text books, but this one is more interesting to read. There is a lot of good information and I am ordering another copy for my son that is struggling with ideas for his art projects. I will also have my daughter read it to supplement what she is learning in her high school art class. I buy a lot of art books for ideas, but this one helps you explore and come up with better ideas. It helps you look deeper into your art and that of others.

Price is better than campus bookstore. Since I do no live near the campus, the shipping options are a real plus. Thanks.

Great Condition

This book is full of necessary Design information & organized in the most helpful manner. It is an excellent reference for teachers AND students!

Had to take an art course as a gen ed and this was the required book, wasn't very interesting to me, but I'm not an art major myself.

The book was in excellent condition and even came with the CD to my surprise.

I am the Foundation Coordinator at a four year university, and I have reviewed MANY foundation texts. Most focus on just one aspect of foundation learning: usually 2D design. This book is different: it is a comprehensive text that covers 2D Design, 3D Design, Critical Thinking, and 4D (Time Based) Design. Rather than have students buy three or four texts for different courses, we use this book for all of our foundation courses. What truly sets this book apart, other than it's total foundations approach, is the section on critical thinking. It covers everything from brainstorming to avoiding cliches to different critique strategies & critical thinking. I even use this chapter with my upper division students, who actually thank me for using the section on "how to critique" in particular. The book contains thoughtful reflection questions and summaries at the end of each

chapter, along with an excellent glossary and LOTS of color reproductions of both historical and contemporary artworks. If you need ideas for projects, the book comes with lots of supplements, including a website. The Online Learning Center is a goldmine of information, as is the Instructors Manual that can be ordered along with the book. Make sure to order the most recent edition, as the book has been updated with new information. I have been teaching Foundations for nine years, and this is by far the best book out there!

I have been the Core Coordinator at a major public university for nearly 20 years. We have used many Foundation Art books over the years--books by David Lauer, Zelanski and Fisher, Ockvirk et al, Steven Bleicher, Betsy Keonig, and many others. The foundation books by each of these authors have much to recommend, but Mary Stewart's Launching the Imagination is by far the best comprehensive overview on the market. We use it for our classes in 2D, 3D, and 4D. While it would not be appropriate for a course focusing exclusively on Color Theory (for our Color course we currently use Betsy Koenig's "Color Workbook"), it is an excellent foundational reference for beginning art and design students. I am particularly impressed with the sections on 4D (time arts) and Critical Thinking. I have started recommending the section on 4D to upper division students in animation as it provides a broader understanding of time arts via film theory, narrative sequences of all kinds, and book arts. Along with the excellent CD designed by Bonnie Mitchell (a major force in her own right in contemporary computer graphics and animation and a professor at Bowling Green University), this is a great resource for students and faculty alike.

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