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# Launching The Imagination



## Synopsis

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 four editions, Launching the Imagination, 5e, is even more: Concise. Every sentence has been refined, so that maximum content can be communicated as clearly and concisely as possible. Colorful. In addition to full-color throughout the book, the writing is livelier than that in most textbooks. Analogies are often used to expand communication, and every visual example has been carefully selected for maximum impact. Comprehensive. LTI is the only foundational text with full sections devoted to Critical and Creative Thinking and to Time-based Design. Photo program is global, represents a myriad of stylistic approaches, and prominently features design and media arts as well as more traditional art forms. Contemporary. Over half of the visual examples now represent artworks completed since 1970, and over 120 of the artworks now date from 2000 to the present. Compelling. Four new Applied Creativity interviews have been added to this edition. With at least four visual examples per interview, this new feature follows the process by which leading artists and designers have developed their artworks. In Chapter 5 designer Steve Quinn describes the seven-step sequence he uses in developing websites, logos, and motion graphics. In Chapter 6, Jim Elniski describes Greenhouse Chicago, an adaptive re-use home that is both highly energy-efficient and beautiful. In Chapter 7, Kendall Buster describes stages in the completion of a complex sculpture, from preliminary drawing to installation. In Chapter 8, painter Carrie Ann Baade discusses the sources of her images and four major steps in their development. Five artist Profiles have also been retained from previous editions: Illustrator Bob Dacey, painter Suzanne Stryk, metalsmith Marilyn da Silva, ceramicist David MacDonald, and composer Michael Remson. Up to eight additional interviews can be added to through custom editions. Working together, the Applied Creativity interviews and the Profiles give students direct access to a wonderful range of practicing artists and designers. 82 new images have been added, representing major artists and designers including Janet Echelman, Kendall Buster, Lilian Garcia-Roig, Michael Mazur, Matthew Ritchie, Sarah Sze, Mark Tansey, Niklaus Troxler, Leo Villareal, Richard Wilson, and Yayoi Kausama.

## Book Information

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## Customer Reviews

Author, artist, and educator Mary Stewart is the Foundations Program Director for the Art Department at Florida State University and co-founder of Integrative Teaching Thinktank, a national organization devoted to strengthening college-level teaching. She regularly gives workshops and lectures on creativity, curriculum design, visual communication, leadership and visual narrative. Her artwork has been shown in over eighty exhibitions nationally and internationally, and she has received two Pennsylvania Council on the Arts grants for choreography. She received the FATE (Foundations in Art: Theory and Education) Master Educator award and the National Council of Arts Administrators Award of Distinction in 2009.

A couple years ago, I also bought *Launching the Imagination: A Guide to Two-dimensional Design* (by the same author), for a design class. I found the book informative as well as visually interesting, and *A Comprehensive Guide to Basic Design* is no different. It includes the same content found in *A Guide to 2-D Design*, but covers 3-D and 4-D design too (hence, comprehensive). The supplemental art pieces they used in the book were both diverse and intriguing. It helped me think more about basic concepts and how to use them in my art and designs.

...which was horribly dry and frequently came across as condescending. This, on the other hand, is a good design book that explains the concepts well with a good voice, neither stuck-up nor stupefied. Concepts that most people are probably already familiar with don't seem to drone on, but they are defined well enough for anyone who needs a reminder or isn't familiar with them to understand. I see why my instructor chose this book, and plan on reading the entire book, not just the assigned portions, because the artist interviews look interesting.

On time and as advertised.

Very helpful book. I just rented the book so I might buy it in the future or when I take my Design 2 class next Spring semester. There are a lot of examples about line, color, form, shapes, etc., and the book helps me come up with ideas every time our prof assign us projects.

I bought this for a basic design class in college as a beginner with no art experience or knowledge. The explanations, descriptions, and examples in this book do a fantastic job of conveying information without assuming prior knowledge about art. I still consider myself a beginning art student after just a one-semester design course, so I don't know just how advanced this book is, but I would definitely recommend it to anyone looking to learn the fundamentals of design.

Good quality for used. The front cover is a bit wrinkled, but beyond that it's fine. And so much cheaper than my college book store's price!!

I am using this book in my 2D Design class at RMCAD and find it very useful for learning proper terminology. It is easy to read and has many great graphic examples. It arrived on time and in perfect condition.

This book has a lot of excellent foundation information for the beginning artist learning about theory and mechanics of visual design. It has been easy to read and has a lot of fantastic visuals that go along with the content. Recommended!!

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