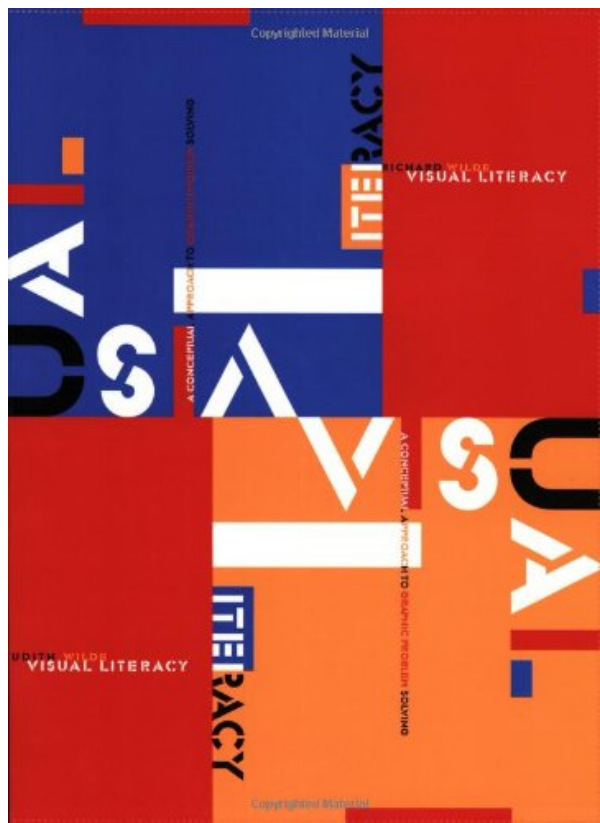


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About the Author

Judith Wilde is an instructor at CUNY's Kingsborough Community College and creative director of Wilde Design. Richard Wilde is chairman of the Graphic Design and Advertising Departments at the School of Visual Arts. They live in New York.

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buy this book!

By L. Pellegrino

OH MY GOD I LOVE THIS BOOK! i am a high school art teacher looking for a starting point on how to revamp my graphic design class. Although this book is college level and the illustrations by the students are amazing, i use the exercises to get my students to really challenge themselves and get their creative juices flowing. I especially like the layout of how the author gives the problem on one page, and then shows how each student chose to solve the problem on the following pages. Every exercise in this book is challenging, creative, and most important, fun to do. i tried them myself. it was interesting to see the results from each student and how different they were. i wish i had problems like this when i was a graphic design major in college. i highly recommend this book if you are an educator looking for great visual problem solving

projects.

26 of 29 people found the following review helpful.

Novel idea but flawed by its limited content

By Hollander

Before buying this book you have to realise this is merely an exercise book. The amount of explanation or theory is extremely limited. And neither they elaborate on the student examples they chose for their book. Nor do they explain why some solutions might be better than others. The exercises itself could be more challenging, they really seem to be aimed at first year students. You will have to buy at least a book on graphic design principles/theory to put the exercises in this book into the right context. Nothing wrong with that, but they 'forgot' to mention all that on the back cover, so to speak.

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14 of 15 people found the following review helpful.

Not a tutorial, but a collection of useful lessons

By A Customer

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