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Chapter 1 : Look! : the fundamentals of art history / Anne D'Alleva - Details - Trove

For one or two semester Introductory Art History Survey courses. This handbook is designed to accompany the major textbooks used in the art history survey, presenting various methods for analysis of art as well as extensive tips on writing about art.

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Look! About The Fundamentals of Creative Advertising

The Fundamentals of Creative Advertising 2nd edition provides a rich introduction to the key elements of creative advertising. Burtenshaw, Mahon and Barfoot explore the role of the creative team comprising art director and copywriter and examine the ways in which these teams generate ideas and the techniques they utilize. This second edition reflects the changes that have taken place within the advertising industry over recent years and, in particular, the growth of digital media and integrated advertising campaigns. Interviews with leading practitioners, exercises and checklists combine to provide an up-to-date overview of the industry, and to encourage a practical application of the creative ideas explored within the book.

Table of contents

Introduction. Newspapers and magazines; Radio; TV and cinema; Posters; Direct mail; Ambient and guerrilla advertising; Digital and online advertising. Campaign planning and strategy: The client; Market research; Account planning; The creative brief. The creative team; Art direction; Research and familiarization; Crafting the campaign look; Typography. The future of advertising: A good section on ambient and guerilla advertising too.

Part of the AVA Fundamentals series of art and design books, it puts the reader right in the middle of the creative advertising process. Step by step, the chapters outline the formation of an ad campaign: From utilizing traditional advertising media, such as newspapers, magazines, radio, and television, to low-cost, high-impact guerrilla advertising techniques, the authors all, Southampton Solent University, UK cover all the bases. The design aspects of typography, copy elements, logos, and layout are not only explained but also illustrated, bringing the whole process together. Pepper, Cadbury, London Transport, and Heinz. Designed for both advertising professionals and students, the book can be used as a reference guide or text. Its artful presentation of print and illustrations makes for a pleasurable reading experience. Here they offer a concise overview, extensively illustrated, which gives the novice a sound orientation and understanding of the jargon, stages and evolution of an ad campaign from idea to finished product. The role of the image is thoroughly examined and explained. Chapters address media options, campaign planning and strategy, creative concepts and briefs, art direction and the future of advertising. The authors have assembled a wealth of visual examples taken from real campaigns, which along with explanatory text, help pinpoint the important elements of a successful advertising project. Professional interviews, student exercises and checklists underpin the theory and principles of advertising and encourage a practical application of creative thinking.

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Chapter 2 : ISBN - Look! the Fundamentals of Art History 2nd Edition Direct Textbook

works of art in different media. Two-dimensional art: painting, graphic arts, photography A number of questions address the specific qualities of two-dimensional works-that is, works characterized by length and height, such as a painting, but of little depth (or three-dimensional form).

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Chapter 3 : Look! Art History Fundamentals (3rd Edition) by Anne D'Alleva ()

*Art History Fundamentals (3rd Edition) [Anne D'Alleva] on calendrierdelascience.com *FREE* shipping on qualifying offers. For one or two semester Introductory Art History Survey courses. This handbook is designed to accompany the major textbooks used in the art history survey.*

This handbook is designed to accompany the major textbooks used in the art history survey, presenting various methods for analysis of art as well as extensive tips on writing about art. Because the main survey texts focus on the artworks themselves, she saw the need for a complementary handbook that introduces students to the methodologies of art history in an open, accessible way. It provides a short history of the discipline and provides links to related academic disciplines to provide students with a sense of intellectual context for their work. Mctigue on Sep 17, Easy to read, seems to offer somewhat valuable information on art history. Very specifically focused on college art history students, although it would probably work fine for many high school courses. I purchased it for a class and considering the price, it seems worth it. Highly recommend this book for all who are studying art history. You will like it. Outrageously expensive By Mashuki on Jan 05, Outrageously expensive price for a book of only pages. I made the mistake of not checking how long the book was. One could learn more from Wikipedia articles at no price at all! Pretty confidant I will pass this class History I love but not so good at the testing part. The book was sent immediately and in almost better condition advertised! Shapiro on Jan 01, brilliant book for fine art students as well as lecturers of fine art. Helpful for understanding Art History basics for beginners. Was required for a class- barely used it. No thank you By Mat on Dec 28, Dislike the price, hate the writing, I asked my professor to not subject her next semester class to this text. Four Stars By Inga on May 20, Nice book to have, but not the best guidance on how to look at art. The only required book I have ever saved By Molly K. I have since graduated and am now involved in both commercial and nonprofit arts in new york and internationally. This is the only required book I have ever saved in my entire academic career; not only is it an invaluable resource for a person who often is asked to describe artwork, but once you commit it to memory, it adds another fascinating layer to the way you perceive art in your day-to-day. By Amazon Customer on Mar 12, I ordered this book new and when it arrived it was quite obviously used. It was in two pouches. Luckily everything it was still okay for my class but I am still a little upset about the fact that it is not a new book. An amazing and very helpful book By Amazon Customer on Mar 27, An amazing and very helpful book. I would strongly recommend a read and it is really insightful. Worth the money and a read easy read and helped me pass my art history class By Lina on Aug 28, easy read and helped me pass my art history class! Add a Book Review Book Summary: The title of this book is Look! This particular edition is in a Paperback format. It was published by Pearson and has a total of pages in the book. To buy this book at the lowest price, [Click Here](#).

Chapter 4 : D'Alleva, Look! Art History Fundamentals | Pearson

Art History Fundamentals / Edition 2 This handbook is designed to accompany the major textbooks used in the art history survey, presenting various methods for analysis of art as well as extensive tips on writing about art.

Chapter 5 : DoktorBook: Read Books Online For Free

Fundamentals of Art History Summary "Look! is a concise, helpful supplementary text that introduces students to accepted principles and methods of writing about art history."John Seed, Mount San Jacinto College"D'Alleva is inclusive with both her methodology and her materials.

Chapter 6 : Look!: The Fundamentals of Art History - Anne D'Alleva - Google Books

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Chapter 7 : Charles Cramer â€œ Suffolk University

From the Back Cover. For one or two semester Introductory Art History Survey courses. This handbook is designed to accompany the major textbooks used in the art history survey, presenting various methods for analysis of art as well as extensive tips on writing about art.

Chapter 8 : The Fundamentals of Creative Advertising (Fundamentals) Ken Burtenshaw: Fairchild Books

The Fundamentals of Art History (Prentice Hall) and Art of the Pacific Islands (Harry N. Abrams, Perspectives series), as well as Look Again! Art History and Critical Theory (Prentice Hall) and Sacred Maidens and Masculine Women: Art, Gender, and Power in Post-Contact Tahiti (University of Hawai'i Press).

Chapter 9 : D'Alleva, Look! Art History Fundamentals, 3rd Edition | Pearson

This handbook is designed to accompany the major textbooks used in the art history survey, presenting various methods for analysis of art as well as extensive tips on writing about art. Professor Anne D'Alleva created this handbook to accompany the major textbooks used in art history survey courses.