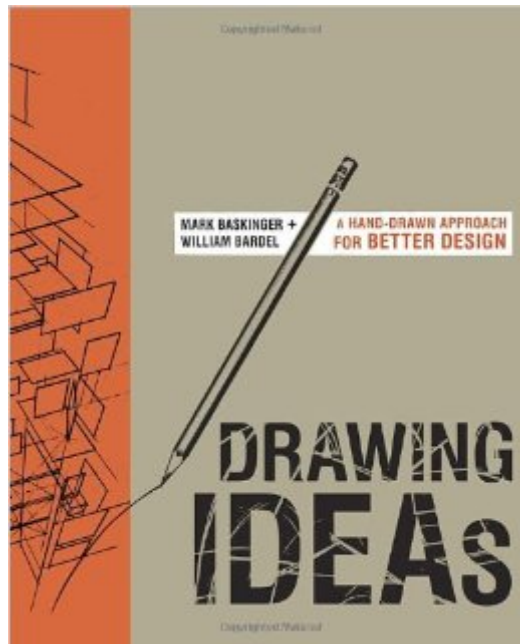


The book was found

# Drawing Ideas: A Hand-Drawn Approach For Better Design



## Synopsis

An intensive how-to primer for design professionals for creating compelling and original concept designs through drawing by hand. Award-winning designers and workshop leaders Mark Baskinger and William Bardel bring us this thorough course in drawing to create better graphic layouts, diagrams, human forms, products, systems, and more. Their drawing bootcamp provides essential instruction on thinking, reasoning, and visually exploring concepts to create compelling products, communications, and services. In a unique board binding that mimics a sketchbook, *Drawing Ideas* provides a complete foundation in the techniques and methods for effectively communicating to clients and audiences through clear and persuasive drawings.

## Book Information

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## Customer Reviews

I have a fairly strong art library; I live in a rural area and have to teach myself. This book is a great addition to anyone who is interested in communicating visually. Rather than focusing on HOW to draw, the primary focus of this book is (implicitly) WHY to draw. It does not give ideas on what to draw (which is at least suggested by its title). Instead, it is concerned with HOW to communicate your ideas visually, effectively, and efficiently. If you're looking for HOW to draw in an extremely effective way, try Robertson's and Bertling's "How to Draw: drawing and sketching objects and environments from your imagination." Between it and "Rapid Viz", you have the two best "how to draw" books I've found in the last ten years - and they're both available from . "Drawing Ideas" is the perfect companion volume to these two books; in my opinion, this triad - Drawing Ideas, Rapid Viz, and How to Draw - make up a complete art library. All that's left is paper, pencil, and practice . . .

good sketching to you!

Wish I had bought more books like this instead of going to design school. The hundreds of drawings and sketches are worth it alone but the writing is also excellent and not fluffy. The focus is on the understanding your goals, following the process, and getting the mindset of creating sketches quickly to communicate rough ideas for further refinement. The book is loaded with great perspectives and tips on how to capture your ideas. It's great for people with no experience sketching but great for people who have been sketching for a while. This one is one of my favorites out of all the design books I've bought.

If you get it, get the print copy. The book loses too much of its impact on the Kindle. It is nice to see the full color examples in detail. Bought the Kindle version for myself, liked it and bought the print version for my son (studying architecture). We both really enjoy the casual approach to creating visual sketches of ideas.

This isn't a "how to draw" book, that's for sure. And I'm really happy about that. It's a "How to visually communicate through drawings" book, and that's a lot harder to find. This book assumes that there's some kind of message or narrative that you need to get across to your audience, and the authors (and artists) bring together some amazing skills and advice to help you do that. The writing is clear, the illustrations are amazing, and the binding is GREAT. I love the super heavy-duty cover. This book became the prize of my collection within seconds of its arrival!

I'm a grad student in design and have read several very good books on the visual representation of ideas. This one is strikingly different. The advice is fantastic from how to choose pens and log books to very sophisticated ways of finding inspiration and developing your thoughts. Love it!

This is a new way to practice an old art. Designers and artists may find this a novel method to hone skills. Those who have perfected their personal style may not find much helpful. Certainly worth a place on the designer's bookshelf.

This is a great book for beginners and experienced sketchers alike. It is beautifully designed, and it will show you exactly why sketching is a skill, and not a talent you have to be born with. It will teach you how to communicate effectively by sketching. Ideal for design students and people who have a

general interest in drawing for getting ideas across.

Great book but I wish the digital version was formatted better. EDIT: Added a pic to show how the formatting gets a bit weird on the kindle version. Again the book is great lots of great info but the kindle version which is priced similarly is no where near as engaging as the real thing. Yes I have both and I wish I could sell my digital version.

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