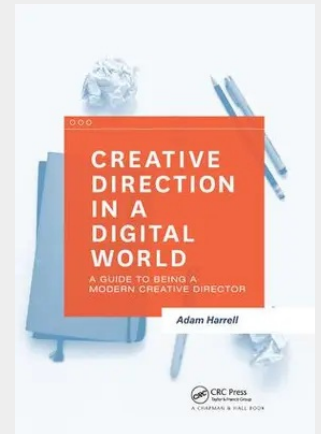


Harrell

Creative Direction in a Digital World

A Guide to Being a Modern Creative Director

Creative Direction in a Digital World provides designers the tools they need to craft compelling digital experiences across screens, devices and platforms. Readers will learn how to take a multi-disciplinary, human-centered approach to digital creative direction that will help them uncover target audience insights, concept more creative campaigns, change consumer behavior, and create more user friendly digital experiences. Divided into ten chapters. Each focuses on a different key aspect of the creative director's job from start to finish. Learn how to understand the client's biggest challenges and distill insights about the audience into creative strategies. Develop the skills needed to communicate your ideas to a skeptical client. Learn how to more effectively manage your creative team. And most importantly craft digital experiences that get results.



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