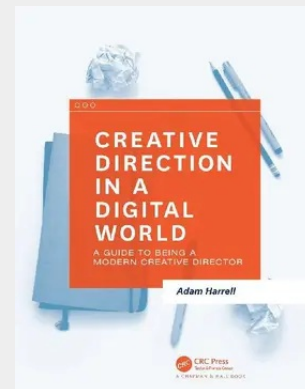


Creative Direction in a Digital World

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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