



Creative Workshop: 80 Challenges to Sharpen Your Design Skills

By David Sherwin

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Have you ever struggled to complete a design project on time? Or felt that having a tight deadline stifled your capacity for maximum creativity? If so, then this book is for you.

Within *Creative Workshop*, you'll find 80 creative challenges that will help you achieve a breadth of stronger design solutions, in various media, within any set time period. Exercises range from creating a typeface in an hour to designing a paper robot in an afternoon to designing web pages and other interactive experiences. Each exercise includes compelling visual solutions from other designers and background stories to help you increase your capacity to innovate.

This book also includes useful brainstorming techniques and wisdom from some of today's top designers. By road-testing these techniques as you attempt each challenge, you'll find new and more effective ways to solve tough design problems and bring your solutions to vibrant life.

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Editorial Review

From the Back Cover

"This book will help you connect the eye to the brain to the hand, so you won't have to search for inspiration the next time you generate a design."

--Michael Surtees, DesignNoted.com

"This book strikes me as a collection of exceedingly useful exercises; not just as a means for practice and exploration, but useful to developing designers in discovering processes that work best for them. In that regard and others, much of what is offered here will serve designers throughout their careers."

--Andy Rutledge, Principal and Chief Design Strategist at Unit Interactive

"Creativity really is mostly perspiration, but it still starts with inspiration, and with this energizing book David Sherwin provides plenty of ways to spark that next great idea. *Creative Workshop* gives you a toolbox of methods for everything from coming up with an idea to refining and executing it. Just like today's real world of design, the tools freely cross boundaries between graphic, product and interaction design. And because innovative ideas never happen in a vacuum, Sherwin gives each design challenge a clear goal, meaningful context, and some inspirational examples."

--Adam Richardson, Creative Director at frog design and author of *Innovation X*

About the Author

David Sherwin is an interaction designer and creative director with a depth of expertise in developing compelling solutions for challenging business problems. His first book was *Creative Workshop: 80 Challenges to Sharpen Your Design Skills* (HOW Books).

David is currently an Interaction Design Director at frog, a global innovation firm, where he helps to guide the research, strategy and design of novel products and services for some of today's leading companies and nonprofit organizations. He is also a senior lecturer in the BFA in Interaction Design program at California College of the Arts. He has spoken and conducted workshops at events such as SxSW, Interaction 11, HOW Design Live, as well as at several design schools around the world. His writing has appeared in Smashing Magazine, TheAtlantic.com/Life, *A List Apart*, PSFK.com, *HOW* and many other periodicals.

He lives in the San Francisco Bay Area with his wife, the poet and writer Mary Paynter Sherwin. In his free time, he maintains the blog ChangeOrder at changeorderblog.com.

Users Review

From reader reviews:

Traci Farris:

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