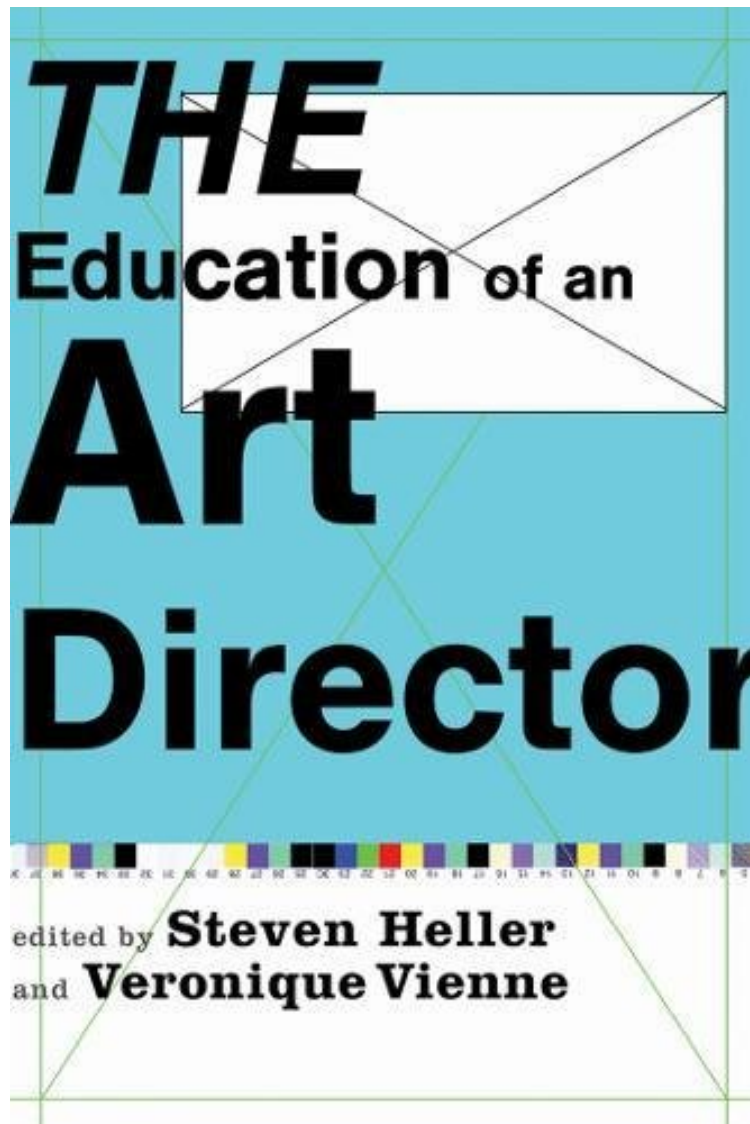


## The Education of an Art Director

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**From Brand: Allworth Press : The Education of an Art Director** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Education of an Art Director:

0 of 0 people found the following review helpful. it did give me great ideas.By Eli Hernandez, JrI was researching topics for a book I was writing (Leading Creative Teams) and Steven's book was a welcome read. While I didn't cite the book, it did give me great ideas.0 of 0 people found the following review helpful. is not a book about How? it is about sharing experiencesBy MarcIf you are at a stage in your career where you care to know more about the profession of Art Director, this book has much to tell and contribute. Thank you1 of 1 people found the following

review helpful. Blah blah blahBy C. A. RaymondI know Steve Heller's work and hence I was eager to read this book. But it bored me to tears, and I put it down after reading a couple of repetitive, overly personally detailed chapters. I think anyone who got this book thinking they'd gain real insight into how to become an art director and how to be an effective one will be disappointed. This was a poorly conceptualized book that is full of personal ramblings about various people who have been art directors.

This provocative anthology provides inspiration on teaching and discussing art direction in the classroom and beyond. Essays, interviews, and images from more than thirty teachers and leaders in the field provide an in-depth view of every facet of art direction; concrete examples reveal how to create classes that are fun to teach and inspiring to students and department chairs alike. A boon to instructors, a boost to anyone interested in graphic design, this book is educational in the best sense of the word. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the AuthorSteven Heller is co-chair of the MFA Design: Designer as Author+Entrepreneur program at New York's School of Visual Arts. He is the author, editor and co-editor of more than one hundred books on design and popular culture.