



# How to Have Great Ideas: A Guide to Creative Thinking

By John Ingledew

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*How to Have Great Ideas* is the essential guide for students and young professionals looking to embrace creative thinking in design, advertising and communications. It provides 53 practical strategies for unlocking innovative ideas.

Strategies include improvisation techniques, changing the scenery, finding hidden links, looking to nature for inspiration, combining unusual systems, challenging set boundaries and many more. Each strategy is packed with great examples of successful contemporary and historical designs – from a designer dress made out of old converse trainers to ticket machines powered by recycled bottles in China, via the reimagining of famous brand logos and mis-use of photocopiers.

Packed with practical projects to kick-start inventive thought in idea-blocked moments, this book explores creative thinking across all visual arts disciplines.

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#### **About the Author**

John Ingledeew is the author of *The A-Z of Visual Ideas and Photography*. He has taught and written about design, photography and creative thinking for 20 years, worked at universities in Europe, America and Japan, and recently helped to set up an Art School in northern China. He is a Visiting Professor at The London School of Film, Media and Design at The University of West London.

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