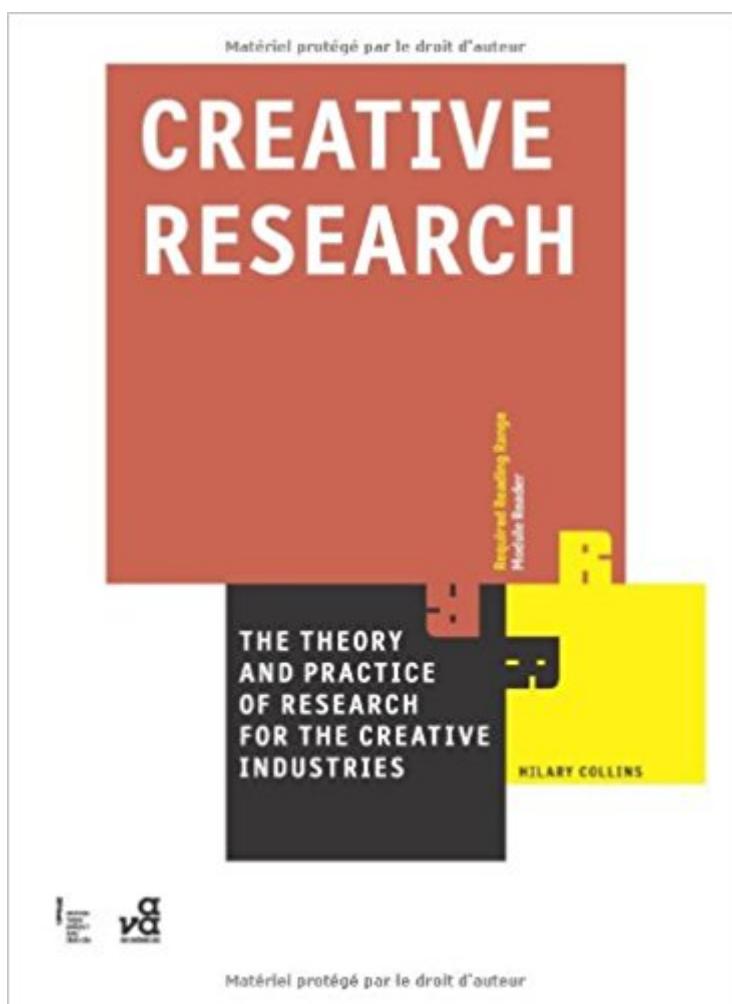


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# Creative Research: The Theory And Practice Of Research For The Creative Industries (Required Reading Range)



## **Synopsis**

In creative contexts, a visual approach to research is often more appropriate, but this must be underpinned with systematic and rigorous techniques. Creative Research assesses how academic research methodologies must be adapted to suit the creative disciplines and industries and offers a guide to the process of undertaking a research project in this context.

## **Book Information**

Series: Required Reading Range (Book 2)

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## **Customer Reviews**

"Excellent for teaching third year students for in-depth personal projects and MA students. Well presented". Rachel Mozley, University of Central Lancashire, UK. "We've been looking for literature we can use for creative research that covers multiple disciplines (in our case Fashion, Media and ICT for creative industries). This book is a welcome one." Rebecca Breuer, Amsterdam Fashion Institute, the Netherlands. "A good text for planning and carrying out research in Art disciplines - especially useful for undergraduate dissertations." David Rutherford, University of Chester, UK.

This book is designed to lead you through the key knowledge, practices and skills of research methods in the study of design management and focuses on defining the research problem, deciding on a research process and undertaking a research project as a student at undergraduate or postgraduate level or as a practitioner within the creative fields. Â

I purchased this book for my senior thesis class and it actually provided some good techniques and methods to obtaining and organizing information for my research project. Not sure if I would recommend it if not needed for a class, but it was helpful.

Great book, love the layout.

Great resource for design strategy.

This was recommended by my supervisor, really easy to understand, good for beginners. However, if you want a more in-depth methodology reference, this may not be the best option.

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