



Writing for Visual Thinkers: A Guide for Artists and Designers (2nd Edition) (Voices That Matter)

By Andrea Marks

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Writing can be a special challenge for artists and designers, who tend to be more visual than verbal. *Writing for Visual Thinkers* is designed to help people who think in pictures gain skills and confidence in their writing abilities.

Andrea Marks approaches the craft of writing from many directions, all with the ultimate goal of unlocking the reader's verbal potential. This new and expanded edition introduces brainstorming techniques that focus on writing and explores the various connections between verbal and visual thinking.

Writing for Visual Thinkers includes a companion CD with an ebook containing hundreds of links to articles, books, websites, blogs, wikis, video, and audio podcasts by writers and designers including Ellen Lupton, Steven Heller, and Jessica Helfand.

With the addition of new exercises that push the reader to explore a wide range of writing strategies, the second edition of *Writing for Visual Thinkers* is a great resource to help visual communicators enrich their work with writing.

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Editorial Review

Review

“An upbeat exploration of fun, engaging techniques for using words to unleash the powers of the mind.”

—Ellen Lupton

From the Back Cover

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About the Author

Andrea Marks is a design educator and coordinator of the graphic design program at Oregon State University. Her interests in design curriculum extend to exploring ways in which technology can enhance learning. She is the recipient of several grants and awards including an NEA Design Arts grant for her interactive CD project Women of the Bauhaus. Her design work is included in the AIGA Design Archives and her film, Freedom on the Fence, about Polish poster artists, is in MoMA's permanent collection.

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