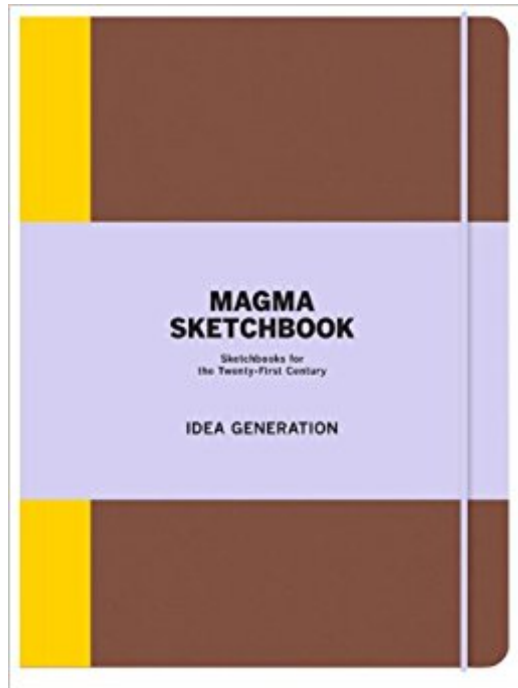




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Magma Sketchbook: Idea Generation (Magma Sketchbooks)



Synopsis

This Idea Generation sketchbook includes 136 blank pages with idea prompts for creative thinking, plus 16 pages of exercises and useful information on how to get from a problem to a solution, the four stages of the creative process, mind mapping and free association, reframing your proposition and using random stimulus.

Book Information

Series: Magma Sketchbooks

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Average Customer Review: 4.4 out of 5 stars 6 customer reviews

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Customer Reviews

Nik Mahon trained as a graphic designer at St Martin's School of Art, then worked as an advertising creative in London and the British West Indies. He became then Creative Director at Rayner Advertising in Southampton and then a senior lecturer at Southampton Solent University, where his interest in creative thinking skills and strategies for generating ideas led to the award of a PhD in 'Fostering Creativity' and his subsequent appointment as head of the University's Creativity & Communication Research Cluster. Nik has authored several published papers and books on the subject of creative thinking and related areas. Alongside his teaching at the university, he also runs 'Ideate', an organisation offering training in creativity and problem solving skills.

I've used Magma books for 6 years and LOVE them. This one has great inspirational quotes and idea generation thoughts every few pages. Wonderful paper that doesn't bleed through. Numbered pages so you can know that everything is consistent. Small pouch in the back for business cards. This is EXACTLY the same size as an iPad Air, so is perfect to carry the two of them back to

back. Try their other designs as well. All are good.

I love this book and plan to purchase the other ones in the future. The 16 pages of references & exercises were very useful. Overall this book was extremely well made. I highly recommend it.

Quality product~!

Dig

I had really high expectations for this notebook because it seemed like it's really well designed, constructed, and is of high quality...I've mostly used moleskine's extra large blank notebook and I decided to try this one out because moleskine's pages are too thin for my liking so while this notebook has thicker pages, unfortunately, it does NOT lie flat.that's a HUGE inconvenience.I really wish it would lay flat because then it would get five stars.the little brainstorming tips in there can get annoying because there were more of it than I thought (that sounds helpful but in my opinion it obstructed the blank page) and whether they are helpful or not is yet to be known.the construction is high quality, but the pages are too bright in my opinion. Another point for moleskine is that the pages are off white , but these pages are too bright for my liking.I already opened the shrink wrap so I can't return it and I will try my best to love it. But I might have to switch back to a moleskine after this notebook is finished.

I have this and love it! The paper is nice and thick and all of the pages are numbered. Another reviewer didn't like the idea generation suggestions - personally they don't bother me at all. They are on every third sheet, but always on the left side page. The book has rounded corners so they don't get ragged looking. The cover is thick and sturdy but still flexible and the elastic is sturdy and won't lose it's stretch as you use it.The bookmarks, back pocket, and DIY table of contents are very handy. The only negative is that it doesn't lay flat, but for me the thicker paper and greater number of pages makes it worth it.

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