Basics Illustration Thinking Visually

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Visual Thinking - Rudolf Arnheim 1969
The 35th anniversary of this classic of art theory.
Storytelling with Data - Cole Nussbaumer Knaflic 2015-10-09
Don't simply show your data—tell a story with it! Storytelling with Data teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph

or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to: Understand the importance of context and audience Determine the appropriate type of graph for your situation Recognize and eliminate the clutter clouding your information Direct your audience's attention to the most important parts of your data Think like a designer and utilize concepts of design in data visualization Leverage the power of storytelling to help your message resonate with your audience Together, the lessons in this book will help you turn your data into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Visual Research: An Introduction to Research Methodologies in Graphic Design - Ian Noble 2004-12 Visual Research explains the key terms and theories that underlie design research, examining the importance of audience, communication theory, semiotics and semantics. It features a range of case studies which demonstrate how the use of rigorous research methods can form the basis of effective visual communication and design problem solving, eschewing end product analysis for a discussion of the way research feeds into the design process.

The Power and Influence of Illustration - Alan Male 2019-04-04 Delving into the rationale behind influential communication, The Power And Influence Of Illustration helps you understand how to work with a message to create convincing illustrations for

your audience. Alan Male explains how illustrative imagery can lampoon, shock, insult, threaten, subvert, ridicule, express discontent and proclaim political and religious allegiance. He explores how its tools have been used in the past, and looks at how contemporary illustrators can use their own work to persuade – and discusses where the line between persuasion and propaganda lies. These issues are explored using hundreds of full colour images from international artists, both contemporary and historical. *Vector Graphics and Illustration* - Jack Harris 2008 "Vector Graphics and Illustration turns the spotlight on this instantly recognizable and popular illustrative technique. This book is a highly illustrated but practical "how to" manual that looks at the creative possibilities offered by software such as Adobe Illustrator and CorelDRAW. It makes a feature of the exemplary illustration work being created around the world, and especially in countries with an emerging graphic design scene, including Malaysia, Brazil, and India. Vector Graphics and Illustration explores the advantages of vector work. Memory-efficient, they are the preferred style for email/web applications and useful in minimal but high-impact work, such as information graphics, logos, chrraracters, technical drawings, graphic novels, and graphics for clothing. This book taps into a vibrant and distinctive creative area that is under-represented outside software manuals and specialist magazines."-- Publisher website.
Basics Illustration 02: Sequential Images - Mark Wigan 2007-12-24 Basics Illustration 02: Sequential Images addresses the professional, cultural, theoretical and historical contexts of pictorial storytelling and moving image. Sequential image-making is a rich area of original and innovative work, which is leading the resurgence in this

field. The evolving world of illustration is exploding with possibilities as converging technologies and disciplines provide new opportunities and outlets for the visual storyteller. In this title, international illustrators, animators, artists and educators at the cutting edge of the narrative renaissance outline their personal methodologies and approaches to sequential image-making.

Designing Interfaces - Jenifer Tidwell 2005-11-21 Provides information on designing easy-to-use interfaces.

Illustration Research Methods - Rachel Gannon 2020-12-20 For years illustration has lacked a strong critical history in which to frame it, with academics and media alike assessing it as part of design rather than a discipline in its own right. Illustration Research Methods addresses this void and adds to a fast-emerging discipline, establishing a lexicon that is specific to discussing contemporary illustration practice and research. The chapters are broken down into the various roles that exist within the industry and which illustration research can draw from, such as 'Reporting' and 'Education'. In doing so, users are able to explore a diverse range of disciplines that are rich in critical theory and can map these existing research methodologies to their own study and practice. Supported by a wealth of case studies from international educators, student projects sit alongside those of world-renowned illustrators. Thus allowing users the opportunity to put what they have learnt into context and offering insight into the thinking and techniques behind some of illustrations' greats.

Thinking Visually for Illustrators - Mark Wigan 2015-01-29 Thinking Visually for Illustrators features a wide range of work, demonstrating diverse visual languages, context, ideas, techniques and skills. It also looks at the ways in which illustrators develop

their own personal visual language. Contemporary illustrators from all over the world engaged in a diverse range of approaches to the discipline have contributed their artwork and commentaries on visual thinking and the working process. The text also features the work of recent graduates, present students and observations from educators past and present. This edition has been updated to include a new chapter on illustration for the digital context and new approaches to working.

Visible Signs - David Crow 2017-07-06

Basic semiotic theories are taught in most art schools as part of a contextual studies program, but many students find it difficult to understand how these ideas might impact on their own practice. Visible Signs tackles this problem by introducing key theories and concepts, such as signs and signifiers, and language and speech, within the framework of visual communication. Each chapter provides an overview of a particular facet of semiotic theory, with inspiring examples from graphic design, typography, illustration, advertising and art to illustrate the ideas discussed in the text. Creative exercises at the end of the book will help exemplify these ideas through practical application. The third edition of Visible Signs features new material from international designers and new creative exercises to accompany each chapter. This new edition also features a new design and layout.

Visual Strategies - Felice Frankel 2012-01-01

Helps scientists and engineers to communicate research results by showing how to create effective graphics for use in journal submissions, grant proposals, conference posters, presentations and more.

The Visual Dictionary of Illustration - Mark Wigan 2009-06-18

A revealing guide to the numerous terms associated with the art of illustration. The book has been designed for art

students, aspiring and professional illustrators and all those interested in this constantly evolving discipline.--Publisher.

What is Illustration? - Lawrence Zeegen 2009-08 What is Illustration? explores the disciplineâ€TMs history, and its relationship with art, design, and photography; it investigates how illustrated images are read and understood, and how personal visual languages are created by todayâ€TMs illustrators and image-makers. This book also investigates the many different contexts for illustration, and the range of career opportunities that are open to todayâ€TMs illustrators; from editorial illustration in newspapers and magazines, to book publishing, illustration for advertising, design, music, fashion, websites, and the increasing demand from stock libraries.

Tangle Art and Drawing Games for Kids - Jeanette Nyberg 2016-02-25 Tangle Art and Drawing Games for Kids is perfect for families

who want to sneak a little more creativity into their lives and have fun doing it. It's about exploring, experimenting, and getting lost in creativity. It's not focused on goals, but on enjoying the process. Professional artist Jeanette Nyberg brings to life 46 drawing games that offer playful, easy ways to get a pen moving across a page, help keep the mind focused, and provide hours of edifying entertainment. Move through the book at your own pace. Start with basic drawing games, followed by a section of activities that can be done with friends, then work with some mixed-media activities, and end with awesome tangle art games. Each activity includes ideas for how to "Make it Silly," and ways to vary the themes so you can play the games over and over. Families will make exciting discoveries, find creative ways to spend their time, master visual and manual skills, and most importantly, have fun!

Thinking Visually for Illustrators - Mark Wigan

2018-09-20
Thinking Visually for Illustrators features a wide range of work, demonstrating diverse visual languages, context, ideas, techniques and skills. It also looks at the ways in which illustrators develop their own personal visual language. Contemporary illustrators from all over the world engaged in a diverse range of approaches to the discipline have contributed their artwork and commentaries on visual thinking and the working process. The text also features the work of recent graduates, present students and observations from educators past and present. This edition has been updated to include a new chapter on illustration for the digital context and new approaches to working.
Basics Illustration 03: Text and Image - Mark 'Wigan' Williams 2019-01-10
Basics Illustration 03: Text and Image explores the basic function of illustration: the interpretation of words into pictures and the interplay of text and image as two forms of visual representation. The basic principles of graphic communication are introduced through case studies and examples in which the relationships between illustration and text are analysed and explored. The book features a wide range of work demonstrating diverse visual languages, ideas, techniques and skills. It also examines the production of artefacts, for example, artists' books, graphic novels, posters and handmade typography, stencils, graffiti, and fonts designed by illustrators
Visual Thinking in Mathematics - Marcus Giaquinto 2007-07-05 Visual thinking - visual imagination or perception of diagrams and symbol arrays, and mental operations on them - is omnipresent in mathematics. Is this visual thinking merely a psychological aid, facilitating grasp of what is gathered by other means? Or does it also have epistemological functions, as a means of discovery, understanding, and even proof?

By examining the many kinds of visual representation in mathematics and the diverse ways in which they are used, Marcus Giaquinto argues that visual thinking in mathematics is rarely just a superfluous aid; it usually has epistemological value, often as a means of discovery. Drawing from philosophical work on the nature of concepts and from empirical studies of visual perception, mental imagery, and numerical cognition, Giaquinto explores a major source of our grasp of mathematics, using examples from basic geometry, arithmetic, algebra, and real analysis. He shows how we can discern abstract general truths by means of specific images, how synthetic a priori knowledge is possible, and how visual means can help us grasp abstract structures. Visual Thinking in Mathematics reopens the investigation of earlier thinkers from Plato to Kant into the nature and epistemology of an individual's basic mathematical beliefs and abilities, in the new light shed by the maturing cognitive sciences. Clear and concise throughout, it will appeal to scholars and students of philosophy, mathematics, and psychology, as well as anyone with an interest in mathematical thinking.

Basics Illustration 01 - Mark Wigan 2006-12-20
The first book in the Basics Illustration series, this book introduces and explores the challenge of the visual interpretation of text. Conceptual and interpretive illustration, experimental mark making, observational and intuitive drawing, the importance of visual metaphors, image construction, satire, the fusion of traditional and digital, research and archiving, cultural developments, and current issues--all aspects of the craft of illustration are presented here, with complete, authoritative text and visuals. Designed for students, but packed with thoughtful ideas and comprehensive insight, Basics Illustration: Thinking Visually provides a broad

understanding of illustration in the context of communication design.

The Sketchnote Handbook - Mike Rohde 2012-11-30 Presents a guide to creating illustrated meeting notes which diagram important ideas and people, with tips on drawing techniques.

Design Thinking for Visual Communication - Gavin Ambrose 2017-06-29 How do you start a design project? How can you generate ideas and concepts in response to a design brief? How do other designers do it? This book will answer all these questions and more. Now in its second edition, the highly popular Design Thinking for Visual Communication identifies methods and thought processes used by designers in order to start the process that eventually leads to a finished piece of work. Step-by-step guidance for each part of the process is highlighted by real-life case studies, enabling the student to see teaching in practice. This focus on ideas and methods eschews an abstract, academic approach in favour of a useable approach to design as a problem-solving activity. The new edition now includes contributions from a broader international range of design practices and adds depth to existing case studies by looking in greater detail at some of the processes used.

Sketch Your World - James Hobbs 2014 Combining a winning formula of practical instruction and creative inspiration, Sketch your World examines a range of techniques for capturing great sketches on the go, covering topics such as how to improve observation skills, sketch moving subjects and c

Basics Graphic Design 03: Idea Generation - Neil Leonard 2017-07-13 Successful visual outcomes can only be arrived at through the generation of great ideas, driven by research that will ultimately provide the designer with a range of potential design solutions. Basics Graphic Design 03: Idea Generation explores the different ways in which the

designer can generate ideas. Consideration is given to audience, context and materials as well as to the many levels of idea generation, from the macro to the micro, from brainstorming to more focused, selective and strategic systems.

Thinking in Pictures - Temple Grandin 2009-09-07
The idea that some people think differently, though no less humanly, is explored in this inspiring book. Temple Grandin is a gifted and successful animal scientist, and she is autistic. Here she tells us what it was like to grow up perceiving the world in an entirely concrete and visual way - somewhat akin to how animals think, she believes - and how it feels now. Through her finely observed understanding of the workings of her mind she gives us an invaluable insight into autism and its challenges.

Illustration - Steven Heller 2008-11
Filled with five hundred color and black-and-white illustrations, a visual history of the art of illustration spans more than one hundred years of art, showcasing a broad spectrum of editorial work and advertising illustration, profiling the artists who created it, and critically analyzing its important influence on modern culture, commerce, and society.

Illustration - Alan Male 2017-01-12
Illustration practice is not judged purely by visual literacy and technical qualities, but also requires intellectual engagement with its subject matter. Illustration: A Theoretical & Contextual Perspective, 2nd Edition examines the breadth and many uses of this diverse discipline, through nearly 300 colour examples. From developing a brief, conducting research and analysing visual language, the book goes on to explore the role of illustration in documentation, commentary, storytelling, persuasion and identity. It concludes with an overview of current professional practice, demonstrating that the ability

to communicate meaningfully and effectively for a global audience is key to navigating today's creative industries. Examples of work from award-winning illustrators showcase a huge range of applications, from the author's own collaboration with the British Museum of Natural History and Olivier Kugler's Portraits of Syrian Refugees in Iraqi Kurdistan, to Levi Pinfold's fictional picture book Black Dog and Malika Favre's promotional images for the BAFTA (British Academy of Film and Television Arts) Film Awards.

The Visual MBA - Jason Barron 2019
An illustrated "instant MBA" degree presented in an engaging, sketch notes-style that that covers all the main concepts taught in a traditional business school program--at a fraction of the cost.

The Fundamentals of Illustration - Lawrence Zeegen 2012-09-10
The Fundamentals of Illustration 2nd Edition by Lawrence Zeegen introduces students to the subject of illustration, taking them through the key skills and practical processes required for the study of this exciting degree course. This edition has been updated with a wealth of fresh visuals and contemporary case studies. It includes new and revised content and examples that reflect the changes and developments in the discipline over the past few years. Current visual approaches are examined and evaluated, along with new chapters on visual thinking, idea generation and the illustrator as an artist. A chapter on the professional practice of a freelance designer helps students to understand the realities of this creative career path. Each chapter concludes with a case study, which outlines a brief and then describes each stage of the process, from the illustrator's initial response to the completion of the project. The case studies feature the work of: John Clementson, Tim Vyner, Olivier Kugler, Damian Gascoigne, Ben Kelly and

Howard Read. The book also contains a series of interviews with practising illustrators such as Autumn Whitehurst, Stina Persson and Anthony Burrill.

Basics Graphic Design 02: Design Research - Neil Leonard 2017-07-13
Design Research shows readers how to choose the best method of research in order to save time and get the right results.The book makes readers aware of all the different research methods, as well as how to carry out the most appropriate research for their graphic design projects. All stages of the research process are considered in a dynamic and entertaining style, covering audience, context, trends, sources, documentation, dissemination and more. Students and designers can benefit from this text by learning fresh ways to analyse information obtained by data gathering, and how best to test and prove decisions. The resulting, well-rounded solutions will be informed, innovative, and aesthetically fitting for the brief.

Basics Illustration 04: Global Contexts - Mark Wigan 2009-09
Comprehensive and inspiring, the book is packed with insightful and thought-provoking commentary. It introduces the concept of illustration as a form of language and visual communication, conveying ideas, messages and emotions for cultural consumption. It looks at the illustrator as the inventor of imaginary worlds from folklore, legends and myths to the immersive virtual worlds of the Internet, such as Second Life.

A Companion to Illustration - Alan Male 2019-04-09
A contemporary synthesis of the philosophical, theoretical and practical methodologies of illustration and its future development Illustration is contextualized visual communication; its purpose is to serve society by influencing the many aspects of its cultural infrastructure; it dispenses knowledge and education, it

commentates and delivers journalistic opinion, it persuades, advertises and promotes, it entertains and provides for all forms of narrative fiction. A Companion to Illustration explores the definition of illustration through cognition and research and its impact on culture. It explores illustration's boundaries and its archetypal distinction, the inflected forms of its parameters, its professional, contextual, educational and creative applications. This unique reference volume offers insights into the expanding global intellectual conversation on illustration through a compendium of readings by an international roster of scholars, academics and practitioners of illustration and visual communication. Encompassing a wide range of thematic dialogues, the Companion offers twenty-five chapters of original theses, examining the character and making of imagery, illustration education and research, and contemporary and post-contemporary context and practice. Topics including conceptual strategies for the contemporary illustrator, the epistemic potential of active imagination in science, developing creativity in a polymathic environment, and the presentation of new insights on the intellectual and practical methodologies of illustration. Evaluates innovative theoretical and contextual teaching and learning strategies Considers the influence of illustration through cognition, research and cultural hypotheses Discusses the illustrator as author, intellectual and multi-disciplinarian Explores state-of-the-art research and contemporary trends in illustration Examines the philosophical, theoretical and practical framework of the discipline A Companion to Illustration is a valuable resource for students, scholars and professionals in disciplines including illustration, graphic and visual arts, visual communications, cultural and media and advertising studies,

and art history.

The A-Z of Visual Ideas - John Ingledew 2011-10-10 The A–Z of Visual Ideas explains the key ideas, sources of inspiration and visual techniques that have been used throughout design history. Showing where ideas and inspiration come from, the book provides numerous strategies to help unlock the reader's creativity. Using a dynamic and easy-to-understand A–Z format, the book reveals techniques that can be exploited to deliver ideas with greater impact, each entry offering a different starting point. Looking at everything from, Art to Zeitgeist, Intuition and Instinct to Happy Accidents and Hidden Messages, the book also features a section explaining how to use the idea or technique, providing readers with an infallible 'tool kit' of inspiration. Including hundreds of inspirational quotes and packed with great examples of advertising campaigns, posters, book and magazine covers and illustrations, this is an indispensable primer that shows design students and professionals how to solve any creative brief.

Designing with Type, 5th Edition - James Craig 2006-05-01 The classic Designing with Type has been completely redesigned, with an updated format and full color throughout. New information and new images make this perennial best-seller an even more valuable tool for anyone interested in learning about typography. The fifth edition has been integrated with a convenient website, www.designingwithtype.com, where students and teachers can examine hundreds of design solutions and explore a world of typographic information. First published more than thirty-five years ago, Designing with Type has sold more than 250,000 copies—and this fully updated edition, with its new online resource, will educate and inspire a new generation of designers.

Visual Thinking Strategies - Philip Yenawine 2013-10-01

"What's going on in this picture?" With this one question and a carefully chosen work of art, teachers can start their students down a path toward deeper learning and other skills now encouraged by the Common Core State Standards. The Visual Thinking Strategies (VTS) teaching method has been successfully implemented in schools, districts, and cultural institutions nationwide, including bilingual schools in California, West Orange Public Schools in New Jersey, and the San Francisco Museum of Modern Art. It provides for open-ended yet highly structured discussions of visual art, and significantly increases students' critical thinking, language, and literacy skills along the way. Philip Yenawine, former education director of New York's Museum of Modern Art and cocreator of the VTS curriculum, writes engagingly about his years of experience with elementary school students in the classroom. He reveals how VTS was developed and demonstrates how teachers are using art—as well as poems, primary documents, and other visual artifacts—to increase a variety of skills, including writing, listening, and speaking, across a range of subjects. The book shows how VTS can be easily and effectively integrated into elementary classroom lessons in just ten hours of a school year to create learner-centered environments where students at all levels are involved in rich, absorbing discussions.

Drawn to Type - Marty Blake 2021-01-14
Illustrated lettering is one of the most recognisable trends in design, but how do you take your work in this area to new levels and make your projects stand out from the crowd? Illustrator, designer and educator Marty Blake takes you through the craft of creative lettering: what you need to know about working with various media and how to incorporate image and text successfully. Each chapter focuses on one technique, covering its history, the tools

and techniques needed to achieve it, along with examples from designers and illustrators from around the world – all with critical reflection on what works, and why. Whether you're lettering by hand or digitally, Drawn to Type is perfect for use alongside courses in illustration and typography, and as an inspirational guide for designers looking to give the written word that visual impact.

Illustration Next - Ana Benaroya 2016-07-12
This outstanding global survey brings together the dazzling talent of 50 leading illustrators from over 20 countries, among them Julia Rothman, Whitney Sherman and Mike Perry, and also provides them with the opportunity to indulge in a brilliant, creative experiment. The book is curated into two interleaved strands: in the first, each illustrator showcases their own work and is interviewed by the author to shine a light onto what inspires and motivates them. The second strand is a collaborative project with illustrators working in pairs to create original work to one of 25 briefs from the author based on themes ranging from 'beauty' to 'beast' and 'speed' to 'excess'. Each collaboration is accompanied by a joint interview with the two illustrators.

The Back of the Napkin (Expanded Edition) - Dan Roam 2013-02-26
An expanded guide to enhancing analytical skills by building up one's intrinsic abilities is a primer for business leaders on how to develop ideas and enable faster results using to-the-point visual methods. Original.

VisuaLeadership - Todd Cherches 2020-05-12
VisuaLeadership [noun]: The art and science of applying visual thinking and visual communication tools, tips, and techniques, in order to turn your vision into reality. If a picture is worth a thousand words, and finding the right words takes time, and time is money, then wouldn't it follow that business leaders could

make more money—in less time—if they simply took a more "visual" approach to how they manage and lead? Okay, it's not quite that simple…but VisuaLeadership will forever change the way you think and communicate by showing how you can quickly and easily leverage the power of visual imagery, mental models, metaphor, analogy, storytelling, and humor to help you take your game to a whole new level. The French novelist Marcel Proust famously wrote that, "The real voyage of discovery consists not in seeking new lands, but in seeing with new eyes." So, if your vision is to become a better communicator and presenter, a more innovative thinker, a more productive performer, a more efficient manager, a more effective coach, or a more visionary and inspirational leader, then this exciting new book will open your "mind's eye" to a whole new world: The world of VisuaLeadership. "Have you added visual communication to your leadership toolbox?

According to Todd Cherches, if you haven't, you're missing out on a powerful tool to capture attention, aid comprehension, and enable your team members to retain the information you need them to use. Packed with examples, VisuaLeadership will help you develop this skill so that you can become a better communicator, innovator, and leader." —Daniel H. Pink, author of When and Drive "The most effective communicators and leaders use the power of story to influence and inspire action. In VisuaLeadership, Cherches demonstrates how every role can express their ideas through the use of visual imagery and visual language. This book will help anyone discover how to become a visual leader." —Nancy Duarte, CEO and bestselling author "I always say that 'what got you here…won't get you there.' To help you 'get there,' executive coach Todd Cherches, in his wonderful new book, VisuaLeadership, demonstrates how we can all leverage the power of visual thinking to envision—and to achieve—a

more successful future."
—Marshall Goldsmith, the world's #1 Leadership Thinker and Executive Coach

Becoming a Successful Illustrator - Derek Brazell 2017-11-30
Get ready to enter the working world of illustration with this freshly updated second edition of Brazell and Davies's Becoming a Successful Illustrator. This edition features even more 'Spotlight on...' sections, with advice from practicing illustrators as well as the people that commission them. You can enjoy added coverage in fields such as moving image, character illustration and social media. There are also new exercises to get you started planning and building your business, and over 200 inspirational examples of artwork, most of which are new to this edition. You can expect practical tips on how to seek work, how to market yourself and how to run your illustration business in an enterprising way, with advice that will prove useful long after your first commission. Building

on the resources of the first edition, this continues to be the must-have guide to practicing professionally as an illustrator. Featured illustrators include: Millie Marotta Mark Ulriksen Natsko Seki Ellen Weinstein Stephen Collins ... and many more Featured topics include: Finding clients Agency representation Fields of work Financial and legal requirements Skills in art and design Self-promotion Showing work Managing your business
Visual Thinking - Williemien Brand 2017-03-30
Visual thinking and drawing are both becoming increasingly important in today's business settings. A picture really can tell a thousand words. Visualization is a crucial part of the journey for companies seeking to boost enterprise agility, break down silos and increase employee and customer engagement. Visualizing thought processes can help break down complex problems. It empowers teams and staff to build on one another's ideas, fosters collaboration, jump-starts co-

creation and boosts innovation. This book will help brush aside misconceptions that may have prevented you using these techniques in your workplace. You don't need Van Gogh's artistic talent or Einstein's intelligence to harness the power of visual thinking and make your company more successful. With the right mindset and the simple skills this book provides you the skills to develop your own signature and style and start generating change by integrating visual communication into your business setting.

Drive - Daniel H. Pink 2011-04-05

The New York Times bestseller that gives readers a paradigm-shattering new way to think about motivation from the author of When: The Scientific Secrets of Perfect Timing Most people believe that the best way to motivate is with rewards like money—the carrot-and-stick approach. That's a mistake, says Daniel H. Pink (author of To Sell Is Human: The Surprising Truth About Motivating Others). In this provocative and persuasive new book, he asserts that the secret to high performance and satisfaction-at work, at school, and at home—is the deeply human need to direct our own lives, to learn and create new things, and to do better by ourselves and our world. Drawing on four decades of scientific research on human motivation, Pink exposes the mismatch between what science knows and what business does—and how that affects every aspect of life. He examines the three elements of true motivation—autonomy, mastery, and purpose-and offers smart and surprising techniques for putting these into action in a unique book that will change how we think and transform how we live.