



Nimble: Thinking Creatively in the Digital Age

By Robin Landa

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In graphic design, creative thinking skills are undoubtedly important, but sometimes the importance of critical thinking skills is overlooked.

Nimble will help you discover how to develop a creativity that is strategic and also able to cross platforms, industries or sectors. You'll discover a creative thinking process that allows you to generate scalable ideas that are both sticky and stretchy.

As you develop a flexible mind that is ideal for visual communication, digital marketing, or social media, you'll increase your value as a designer - to your clients, your employer, or simply your own work.

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Editorial Review

About the Author

Robin Landa holds the title of Distinguished Professor in the Robert Busch School of Design at Kean University of New Jersey. She is the author of twelve published books about graphic design, branding, advertising, and creativity.

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