Envisioning Collaboration: Group Verbal-visual Composing in a System of Creativity (Hardback)

By Geoffrey A Cross, Charles H. Sides

Baywood Publishing Company Inc, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. The dissemination of desktop publishing and web authoring software has allowed nearly everyone in industrialized countries to combine verbal and visual symbols into text. Serious multimodal projects often demand extensive teamwork, especially in the workplace. But how can collaboration engaging such different traditions of expression be conducted effectively? To address this question, Envisioning Collaboration traces the composing processes of expert graphic artists and writers preparing advertising campaigns to retain a vital national account. It examines the influences on individual and dyadic composing processes of what Csikszentmihalyi terms the domain, in this case the disciplinary knowledge of advertising, and the field, in this case the surrounding economic conditions and client, vendor, customer, and agency executive gatekeepers. Based on a 460-hour participant-observation and intensive computerized data analysis, Envisioning Collaboration is the first book to meticulously examine collaborative creative processes at an award-winning advertising agency, including audience analysis, branding, collaborative moves, power and conflict management, uses of humor, degree of mindfulness, and effectiveness. The findings indicate the role of concepts in generating common texts by artists and writers, the role of the visual in individuals composing, verbal-visual...

Reviews

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