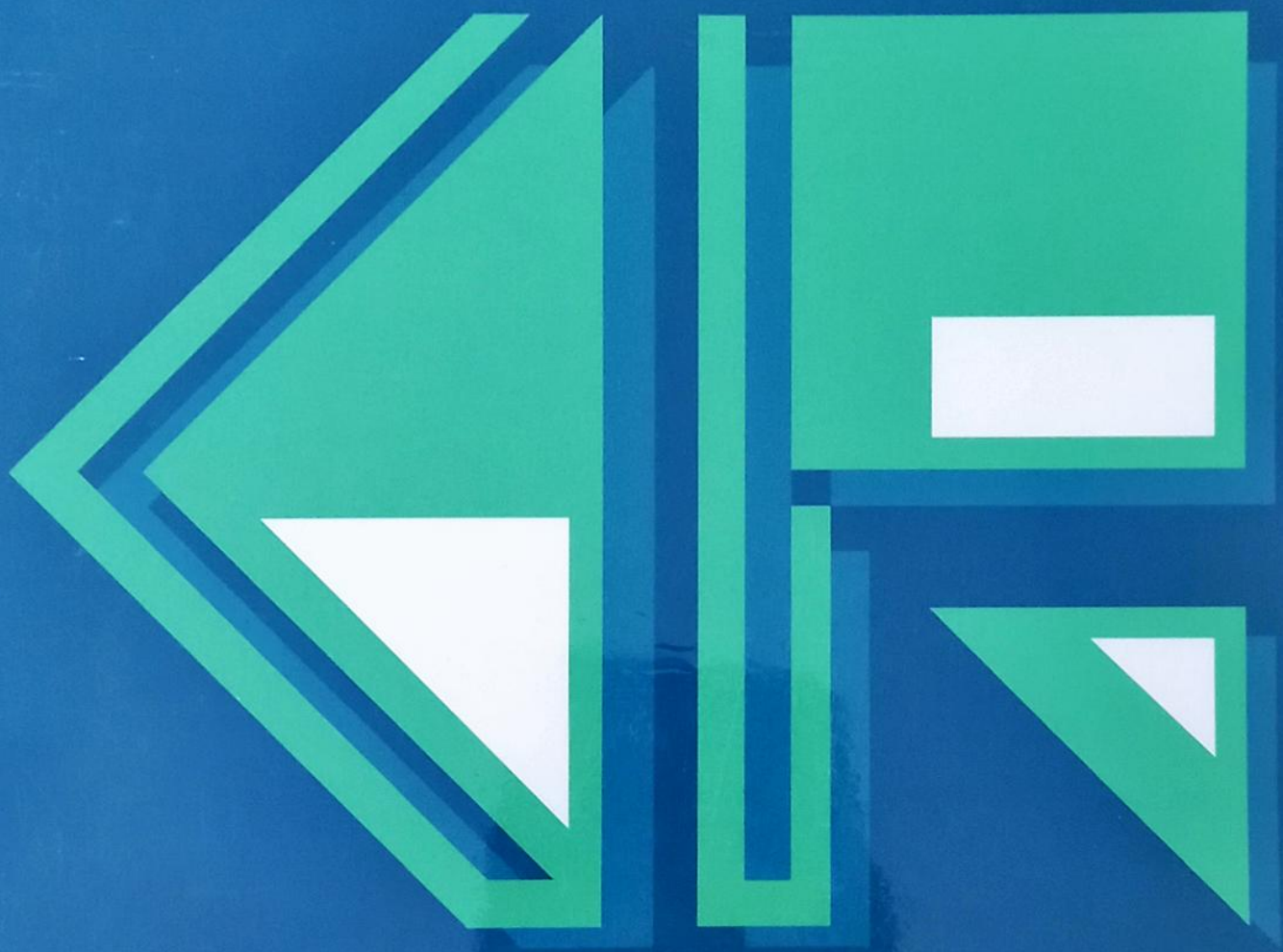


Creative Research

The theory and practice
of research for the
creative industries

Second edition



Hilary Collins

BLOOMSBURY

CREATIVE RESEARCH

THE THEORY AND PRACTICE OF RESEARCH
FOR THE CREATIVE INDUSTRIES

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Academic research in design can seem daunting – let Hilary Collins show you the building blocks of a great final project. The perfect companion for a research project in fashion, design or visual communication, this second edition of *Creative Research* walks you through:

- Choosing a topic
- Deciding your approach
- Using previous research and writing a literature review
- Obtaining your own data and using it appropriately

Detailed case studies show best practice, revealing the links between a researcher's choice of method and the conclusions they draw. Packed with advice on how to manage your time and structure your project effectively, this edition also includes new sections on design thinking and ethnography, as well as a new and insightful foreword by Pradeep Sharma of the Rhode Island School of Design, USA.

Collins marries theory and practice from start to finish, showing you everything you need to confidently embark on your creative research project.

"This well-written book provides a 'visual picture' of what creative enquiry looks like, helping my students understand the relationships between research and critical thinking, in context with their creative thinking."

Nil Santana, Abilene Christian University, Texas, USA

"Embracing a holistic view of the subject, this is an in-depth and accessible exploration of the significant opportunities creative-led research offers as academic and industrial models continue to coalesce."

Andy Neal, Falmouth University, UK

HILARY COLLINS is Professor of Design Management at Savannah College of Art and Design, USA. She has extensive experience of teaching research methods and supervising dissertations at undergraduate and postgraduate level, in the UK, Europe and the Middle East.



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