



Book of Ideas: A Journal of Creative Direction and Graphic Design

By Radim Malinic

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Book of Ideas is just that: an outpouring of what one creative director and designer has discovered from many years working in the strange and endlessly fascinating world of the creative industry. Sharing advice on everything from inspiration to inbox control, facing your fears, finding happiness in your work, the art of self-promotion and beating creative block. It is also illustrated with some of the most important and resonant portfolio projects. Book of Ideas is an invaluable tool to any creative at any stage in their career.

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Editorial Review

Review

Book of Ideas presents a beautiful showcase of Radim Malinic most important design work to-date, alongside an engaging collection of his observations and musings spanning a vast range of topics within the creative industry. Split into three sections - work, creativity and mind - each theme is generously divided into intriguingly titled sub-sections (such as the 100 songs rule and rewire your brain) that touch on everything from the art of choosing clients to how to banish self-doubt. Like the work displayed inside, the design of Book of Ideas is trademark Malinic: crisp, clean and vibrant. And while some sections do not go into as much depth as we would like, each one is peppered with brilliant flashes of insight. For new designers, Book of Ideas offers beneficial words of advice gained from Malinic's decade-plus as a freelance designer and art-director, while for more experienced creatives it is an inspiring collection of thoughts and ideas about how to make it in today's fast-paced creative industry. --Julia Sagar - Computer Arts Magazine

About the Author

Radim Malinic is a creative director and graphic designer based in South West London, working under the name Brand Nu(TM). Taking a multidisciplinary approach, he works across art/creative direction, digital illustration, typography and music video direction to form a practice based around positivity, message and meaning. On an international level, Radim's work has become renowned for its skill and vibrance, and has won numerous awards. As well as working to help big clients succeed in their business goals, he helps smaller businesses and start-ups get off the ground with the same level of beautifully delivered branding he would give big-budget briefs. The non-profits and charities Radim has worked with include USAID, WWF and Little Big Africa, a Ugandan charity bringing water to remote village communities. Whatever the project, Radim's central belief is to help his client achieve their objective by delivering the best work possible. Personal projects Radim has worked on over the years have seen him experiment with print techniques and materials to work with homewares, stationery and fashion accessories; all with a focus on sustainability. A number of these products have been sold through his online store November Universe. When he's not thinking about design (and often when he is), Radim is passionate about music, and in the summer of 2015 released a four track EP made with samples recorded in Uganda in collaboration with BLK MRKS. He has spoken at a number of conferences to outline his ideas about self-development and the need for people to stay forever curious. Book of Ideas is his fourth self-published book.

Users Review

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Michael Duckett:

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