

Writing for Visual Thinkers
By Andrea Marks
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Review by Travis Sandoval

In *Writing for Visual Thinkers*, Andrea Marks presents various ways for graphic designers and visual artists to express their ideas through writing. She offers quick overviews of every writing technique imaginable. Some are familiar to the design process while others are given a unique approach to make them applicable to design techniques.

The book is meant to be extremely interactive with each chapter ending with a notes section and also includes several quizzes to help initiate the writing process. Some writing techniques are even enhanced with activities to help apply it to your work process. Designers will definitely be drawn to the book's aesthetics and creative layouts.

While the overview of many writing styles is impressive, at times it turns the book into no more than a dictionary with few details or further explanations. Another feature of the book is key terms or phrases highlighted in blue signify special content on the included CD. This seems like a great idea in theory but the recommendation that readers sit and read the book while at a computer with the CD loaded is ridiculous.

Although it appears the CD contains a wealth of material, in reality it's no more than a mixed grab bag of student examples, a few templates, and podcasts. The heavy design techniques from the book are not reflected in a nice program or HTML directory, just files on a CD. Considering the author's background in interactive design, the lack of a more impressive presentation is a disappointment.

Despite any shortcomings, the main message of the book is still clear: writing, no matter which form you choose, strengthens design. It's definitely a great read for anyone looking for inspiration in getting their ideas across or beginners looking for ways to express their ideas.