



## Creative Research: The Theory and Practice of Research for the Creative Industries (Required Reading Range)

By Hilary Collins

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In creative contexts, a visual approach to research is often more appropriate, but this must be underpinned with systematic and rigorous techniques. *Creative Research* assesses how academic research methodologies must be adapted to suit the creative disciplines and industries and offers a guide to the process of undertaking a research project in this context.

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## Creative Research: The Theory and Practice of Research for the Creative Industries (Required Reading Range) By Hilary Collins Bibliography

- Sales Rank: #929886 in Books
- Published on: 2010-11-25
- Released on: 2010-11-25
- Original language: English
- Number of items: 1
- Dimensions: 11.82" h x .86" w x 8.68" l, 2.30 pounds
- Binding: Paperback
- 208 pages

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"Excellent for teaching third year students for in-depth personal projects and MA students. Well presented". Rachel Mozley, University of Central Lancashire, UK. "We've been looking for literature we can use for creative research that covers multiple disciplines (in our case Fashion, Media and ICT for creative industries). This book is a welcome one." Rebecca Breuer, Amsterdam Fashion Institute, the Netherlands. "A good text for planning and carrying out research in Art disciplines - especially useful for undergraduate dissertations." David Rutherford, University of Chester, UK.

#### About the Author

Hilary Collins is Director of Postgraduate Studies at Euromed, Toulon, France. She has extensive experience of teaching research methods and supervising dissertations at undergraduate and postgraduate level within design management and the creative industries. Hilary's recent research projects have included investigating the influences of multiple cultures on identity across the East and West and the implications for the field of design management.

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