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don t wait for inspiration to strike whether you re facing a new logo project or you ve reached a block in your current work the logo brainstorm book will inspire you to consider fresh creative approaches that will spark appealing functional and enduring design solutions award winning designer jim krause author of the popular index series offers a smart systemic exploration of different kinds of logos and logo elements including symbols monograms typographic logos type and symbol combinations emblems color palettes through a combination of original visual idea starters and boundary pushing exercises the logo brainstorm book will help you develop raw logo concepts into presentation ready material

a game changing resource for educators looking to elevate their unit and lesson plans increase student engagement and improve home school communication with so many standards to address and templates to fill out curriculum design and lesson planning can be cumbersome and overwhelming and every teacher knows the struggle of trying to cover all the required content which may or may not resonate with their students in streamlining the curriculum experts heidi hayes jacobs and allison zmuda take a hard look at our overburdened dated curricular practices and offer a better way one built on the power of narrative their storyboard approach casts students as the heroes of the learning journey instead of passive recipients they become protagonists activity engaged in exploring new ideas solving problems finding connections enlisting allies and acquiring new skills and understandings to apply to both present and future challenges this innovative book teaches you how to decide what to cut out cut back consolidate and create in your lessons and units find the throughlines in your required content and approach lesson design and teaching as storytelling no matter what subject area or grade level you teach apply genre lenses to make courses units and lessons more compelling communicate clear learning targets to your students and their families create space for exploring essential questions investigating intriguing ideas and conducting projects that feel relevant and important determine purposeful and authentic evidence of learning filled with examples and insights this book shows

educators how to break free from the tyranny of templates and start streamlining curriculum assessment and planning to make learning experiences more immersive interesting and emotionally resonant

turn your passion into a profitable brand how to build a business that aligns with your purpose what if you could wake up every day excited to work on something you love while making serious money doing it the world's most successful entrepreneurs don't just build businesses they create brands fueled by passion purpose and profit this book is your step by step guide to transforming what you love into a thriving sustainable business you II learn how to identify and validate your passion driven business idea the secret to building a brand that stands out and attracts loyal customers marketing and sales strategies that turn passion into consistent revenue how to monetize your expertise through multiple income streams scaling and automation techniques so your business grows without consuming your life whether you re an aspiring entrepreneur or looking to turn your side hustle into a full time business turn your passion into a profitable brand will give you the blueprint to build a business that aligns with your purpose fuels your creativity and generates lasting success because when passion meets smart strategy success is inevitable

instructive and enlightening fun too d30 is a workout book in addition to dozens of readily applicable tips tricks and informational tidbits d30 contains thirty exercises designed to develop and strengthen the creative powers of graphic designers artists and photographers in a variety of intriguing and fun ways what will you need to begin not much most of the book s step by step projects call for setting aside an hour or two rolling up your sleeves and grabbing art supplies that are probably already stashed somewhere in your home or studio things like pens drawing and watercolor paper india ink paint scissors and glue digital cameras and computers are also employed for several of the exercises but and this should be welcome news to those readers who spend their days looking at computer monitors the majority of the book s activities make use of traditional media to illuminate creative techniques and visual strategies that can be applied to media of all sorts thumb through the book or look at the samples posted on jimkrausedesign com and see for yourself

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shows teachers how to plan and assess student multimedia projects using the decide design develop evaluate ddd e model and presents sample projects involving hypermedia pages presentation tools and video along with blackline masters and rubrics

have you ever been stuck with a bore at a party bumped into your ex husband with his new girlfriend suffered through a long car trip

with your boss gotten sucked into attending your friend s foreign wedding you II have better luck next time escaping at the last minute or avoiding the situation entirely once you ve mastered david jacobson s hilarious and ingenious techniques for finding the trap door in any social quagmire get me out of here provides expert advice and killer lines that really work whether you re trying to avoid making small talk on a bus or desperate to leave your own party early every conceivable life scenario is anticipated here and addressed from avoiding a landlord to evading your in laws with dozens of detailed illustrations this entertaining reference gives step by step guidance on how to extricate yourself from almost any delicate situation

the lego mindstorms robotics invention system is a wildly popular kit for building mobile robots get the most out of the kit for hands on robot projects featuring descriptions of advanced mechanical techniques programming with third party software building sensors working with more than one kits and sources of extra parts

for many it was more than a publication it was a way of life the whole earth catalog billed itself as access to tools and it grew from a bay area blip to a national phenomenon catering to hippies do it yourselfers and anyone interested in self sufficiency independent of mainstream america now known as living off the grid in recovering the history of the catalog s unique brand of environmentalism historian kirk recounts how stewart brand and the point foundation promoted a philosophy of pragmatic environmentalism that celebrated technological achievement human ingenuity and sustainable living kirk shows us that whole earth was more than a mere counterculture fad at a time when many of these ideas were seen as heretical to a predominantly wilderness based movement it became a critical forum for environmental alternatives and a model for how complicated ecological ideas could be presented in a hopeful and even humorous way from publisher description

reviews and analyses of over 5000 titles from the 1930s to date every comic of note from the past fifty years is included in this

comprehensive guide to american comics from the underground to children s comics autobiography to fantasy

this text covers the broad spectrum of organizational communication in a concise treatment balancing theory and application the book offers a strong structure that helps students learn key concepts as well as apply them to their everyday communication organizational communication demonstrates how essential communication is in conjunction with the practices that each organization can employ to become more efficient and effective in its everyday activities a wide variety of topics are explored from basic communication principles interpersonal communication within the organizational structure and literacy and employee communication in addition current and controversial issues including ethical issues crisis communication management and the effects of emerging communication technologies are also examined

this workbook presents activities for training middle school student peer listeners the first of the workbook s 10 chapters contains an introduction to peer listening activities include a pretest on a series of true false statements called the peer listening inventory defining the meaning of the words that describe the qualities of a peer listener and storytelling the second chapter getting to know each other contains seven activities including the trust experience birthday bunches and making it work in the third chapter getting to know yourself activities include going my way it s me your genetic secrets and messages for me the fourth chapter emphasizes understanding our humanness activities include the people picture my human needs how far will you go to belong family collage families care and what is real the fifth chapter examines verbal and nonverbal listening skills activities include a listening exercise the paper game body communication looking for a listener and the tiger lake tale the sixth chapter describes listening for feelings activities include completing a series of i feel statements imagining the color of feelings exploring the difference between facts and feelings and a best friends story discussion the seventh chapter focuses on responding activities include analysing examples of not so nice advice finding the best response and a response rally for evaluating responses chapter 8 discusses taking care of the listener activities include creating a logo

for listeners finding your personal space circles and an unusual day in the life of a peer listener activities in chapter 9 making choices include dealing with puzzling decisions and using all your skills the tenth chapter contains a post test on the peer listening inventory and a closing ceremony III

your shoes are charred from stomping out brush fires you have nightmares about ufos unreachable financial objectives all star interviewees turn into duds meetings cause more problems than they solve the office is a ghost town at 5 01 p m does this sound familiar tom gegax knows what that is like years after running his tires plus franchise by the seat of his pants blissfully unaware of how little he knew about getting the most out of people and managing a world class organization tom was faced with a cancer diagnosis and a business at the brink of disaster resolved to change things around he improved his mental clarity health and relationships and noticed that the more he profited on a personal level the more his company profited tires plus grew into a 200 million business with 150 upscale locations he had learned the first lesson in enlightened leadership 101 focus on the well being of your employees and customers as well as your own and success will follow naturally in the big book of small business tom shares his hard earned lessons on how to become an enlightened effective leader and on how to do the small things right so the big decisions work this all in one toolbox for small businesses is jammed with warm hearted tough minded practices and street smart tips covering every aspect of a growing business starting funding and getting your new business off the ground crafting a mission and growing a corporate culture that works hiring the best people and maximizing their potential communicating and negotiating with your employees customers and suppliers creating processes for continuous innovation and growth protecting your business from unforeseen dangers planning for growth and much more as thorough as a textbook and as lively as a news magazine the big book of small business is the most comprehensive and practical book on how to take a small business to the next level and an indispensable slingshot for the millions of scrappy davids taking on corporate goliaths

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