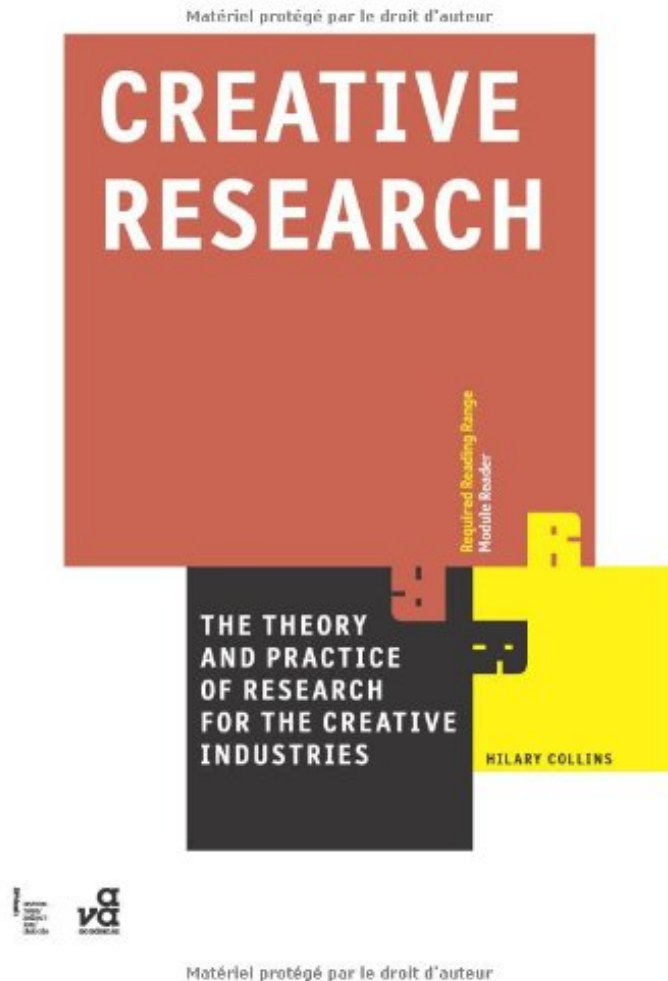


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Creative Research: The Theory and Practice of Research for the Creative Industries (Required Reading Range)

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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