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Sommario/riassunto	Art and design students today face a wide range of writing tasks - from reflective and self-promotional pieces to reviews, essays and dissertations. This book is an answer to art and design students and staff, disheartened by negative past experiences, who say that they loathe writing, and encourages different approaches to writing - integrating it into studio practice, and promoting the notion of 'warm up' preparations. This very practical volume, written for tutors and students, nurtures writing's creative role in the process of art and design. It uses short exercises and creative writing tec