



Psicologia para criativos (Portuguese Edition)

Frank Berzbach

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Cumprir os prazos de um projeto, corresponder às expectativas do cliente, trabalhar em casa de forma disciplinada e sem perder a motivação, cumprir jornadas que não se estendam até altas horas da madrugada, organizar e priorizar de forma eficaz as tarefas pendentes... Se você é designer, ilustrador ou trabalha com criação, provavelmente já se viu diante de uma (ou algumas) dessas situações.

Os psicólogos definem criatividade como “a produção de ideias novas e adequadas em qualquer âmbito da atividade humana”. Mas a criatividade é também um ofício e, como tal, acarreta uma série de condições e situações que nem sempre são fáceis de administrar. Neste livro, Franz Berzbach analisa com humor e lucidez os fatores que condicionam o rendimento e a capacidade criativa dos profissionais de design, proporcionando uma série de reflexões e conselhos práticos para evitar o desânimo no dia a dia do estúdio, da agência ou no trabalho remoto.

Desde ilustradores que trabalham sozinhos em casa até diretores de arte responsáveis por uma grande equipe multidisciplinar, qualquer perfil criativo encontrará nestas páginas um retrato esclarecedor do mundo laboral e um guia prático para adquirir bons hábitos de trabalho e não se deixar bloquear ao longo da trajetória profissional.

Frank Berzbach (1971) é professor de psicologia e pedagogia de mídia na Ecosign Academy for Design e na Faculdade de Ciências Aplicadas da Universidade de Colônia, Alemanha.



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