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authors have many

years of experience

as art directors,

and relay great

information

through the

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dialog between

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Art Direction also includes props & wardrobe. These

elements, when

chosen wisely, will

render a scene

more believable or

convincing. The

overall aesthetic,

dictated by a

Production

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Director,  
influences the final  
film as much as  
lighting, storylines,  
and dialogue. Why  
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direction is fairly  
straightforward.

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Director as,  
“overseeing the  
artistic aspects of a  
film, publication, or  
other media  
production.”.

Simply, an art  
director guides the  
artistic production  
of a project. An art  
director has an  
understanding of  
design and visual  
aesthetic.

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provides an insight  
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direction in  
different spheres,  
from McSweeney's  
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design. The  
authors have also  
invited pre-eminent  
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directors to  
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contribute to the  
story.

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examines the key  
techniques,  
approaches and  
'secrets' involved  
in the development  
of creative  
advertising  
concepts. Mahon  
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process of

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photography,  
illustration and  
typography to  
realize these ideas.

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use of different  
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from traditional  
formats to new and  
alternative  
channels of  
communication.

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relationships You  
already have the  
creativity; now it's  
time to gain the  
business insight.

Once you  
understand what  
the people across  
the table are  
thinking, you'll be  
able to think how  
they think to do  
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we have, often  
leave us without  
time to do  
everything that we  
would like to. More  
critically, we lack  
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Hollywood sets.

In 1907 and again  
in 1908 Adolf Hitler

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applied for entry at the Academy of Fine Arts in Vienna.

He was rejected on both occasions - a professor citing "unfitness for painting."

It seems that this decision has been deemed by many historians as not a significant event. But what if Adolf Hitler had

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been accepted to the prestigious Academy of Fine Arts? Prior to this rejection, Adolf had sold some of his paintings so it would not have been unthinkable for him to have been accepted. Some have thought that perhaps he had been rejected

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by Jewish

professors and so  
began his hatred of  
the Jews. Again, we

have to think about

what if Adolf Hitler  
had been accepted

in the Academy of  
Fine Arts? Would

that have change

his path and

therefore changed

the course of

history? Would

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evil events in  
modern history, or  
was it simply a  
series of bad  
choices and  
decisions and  
eventually  
choosing the wrong  
course in life?  
There is evidence  
that in Adolf  
Hitler's youth, he  
had many  
interactions with



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Jewish people and  
in some cases,  
quite beneficial  
ones. What were  
those events or  
interactions that  
shaped his  
opinions to become  
drastically different  
in later life? What if  
we had to walk a  
mile in Adolf  
Hitler's shoes?  
Many find such a

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preposterous. But  
what if we had his  
formative years?

What if we had his  
physiology? What if  
we had the same  
path and obstacles  
to go down or  
around as he?

Would we make  
the same  
decisions? While  
we may judge

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people like Hitler, Stalin and Mao as ruthless and evil dictators, had we been born to live their lives, would we have made different choices while in their shoes? To this point, are all human beings just subject to their predestined fate,

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Or do we all the  
unfettered  
opportunity to  
make the correct  
or incorrect choices  
that lead us down a  
certain path?

Another aspect of  
this novel looks at  
how the 20th  
century would have  
transpired, had  
Adolf Hitler chosen  
another path. Is it

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likely World War II  
would have  
occurred? If it  
hadn't what would  
the world look like?

The war was  
directly responsible  
for the economic  
upturn for the  
United States and  
many countries,  
lifting them from  
the malaise of the  
Great Depression.

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What would have become of the Soviet Union?

Would we have

landed a man on

the moon? The war

brought about

economic, political

and technological

changes to an

extent that had

never been

experienced before

in history. What

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would this have  
meant for the  
Jewish race as well  
as all people all  
around the world?

The book also looks  
at what might have  
happened to some  
notable people  
affected directly or  
indirectly by Adolf  
Hitler had he lived  
his life differently.  
What might have

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the entire world.

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