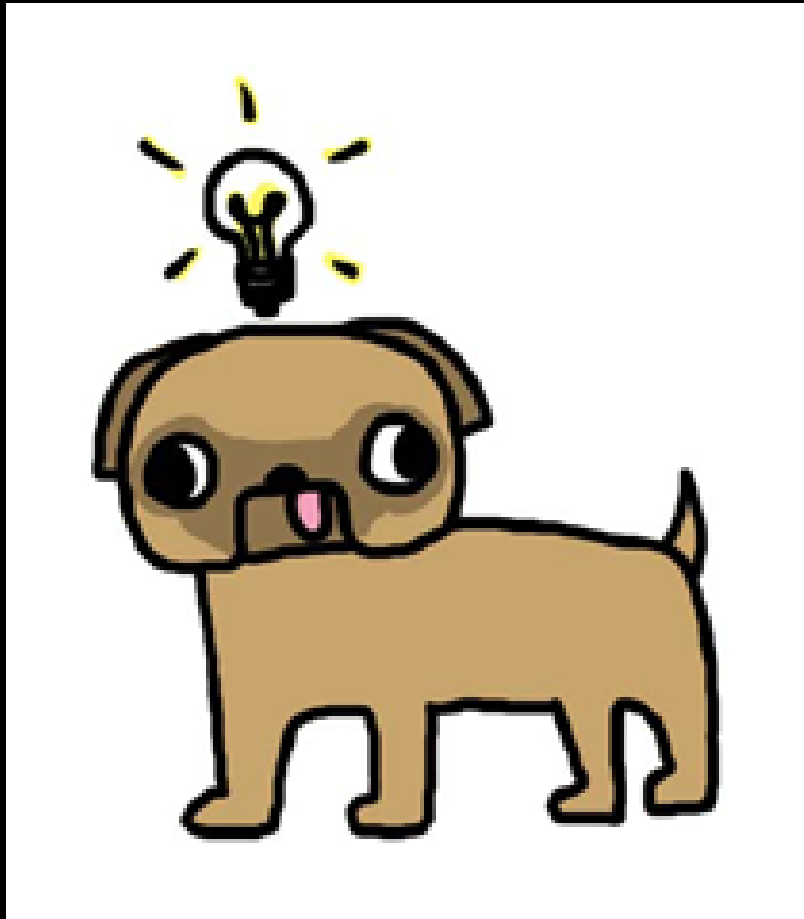


BASIC GRAPHIC DESIGN
GDD 2020 A

CLASS NINE
IDEAS

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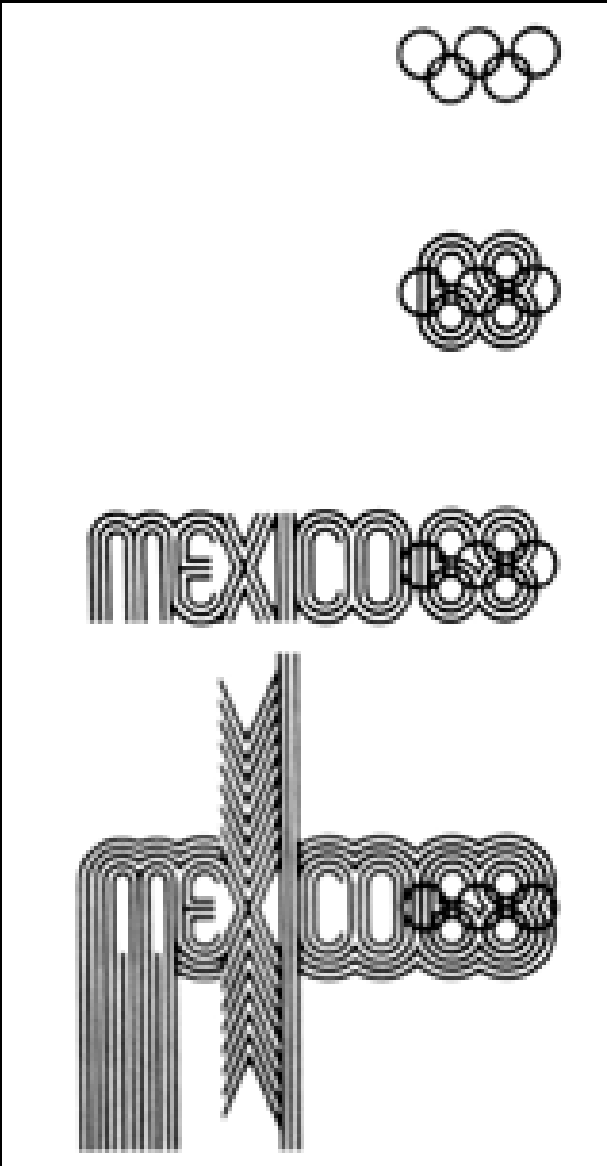


(from Wikipedia)

What is an idea?

An idea is a form (such as a thought) formed by consciousness (including mind) through the process of ideation¹. Human capability to contemplate ideas is associated with the ability of reasoning, self-reflection, and of the ability to acquire and apply intellect, intuition, inspiration, etc.. Further, ideas give rise to actual concepts, or mind generalisations, which are the basis for any kind of knowledge whether science or philosophy or impulsiveness.

1. Ideation is the process of forming and relating ideas. It is a concept utilized in the study of new product development, creativity, innovation, design thinking and concept development. The term ideation (a portmanteau created from the words 'idea' and 'generation') is often used interchangeably with brainstorm.



Lance Wyman, 1968

What factors contribute to the way we generate ideas and furthermore, how do those factors inform what those ideas are?



Bradbury Thompson, 1958

**As “visual people” it is our responsibility
to give visual form to the ideas (concepts)
we generate.**

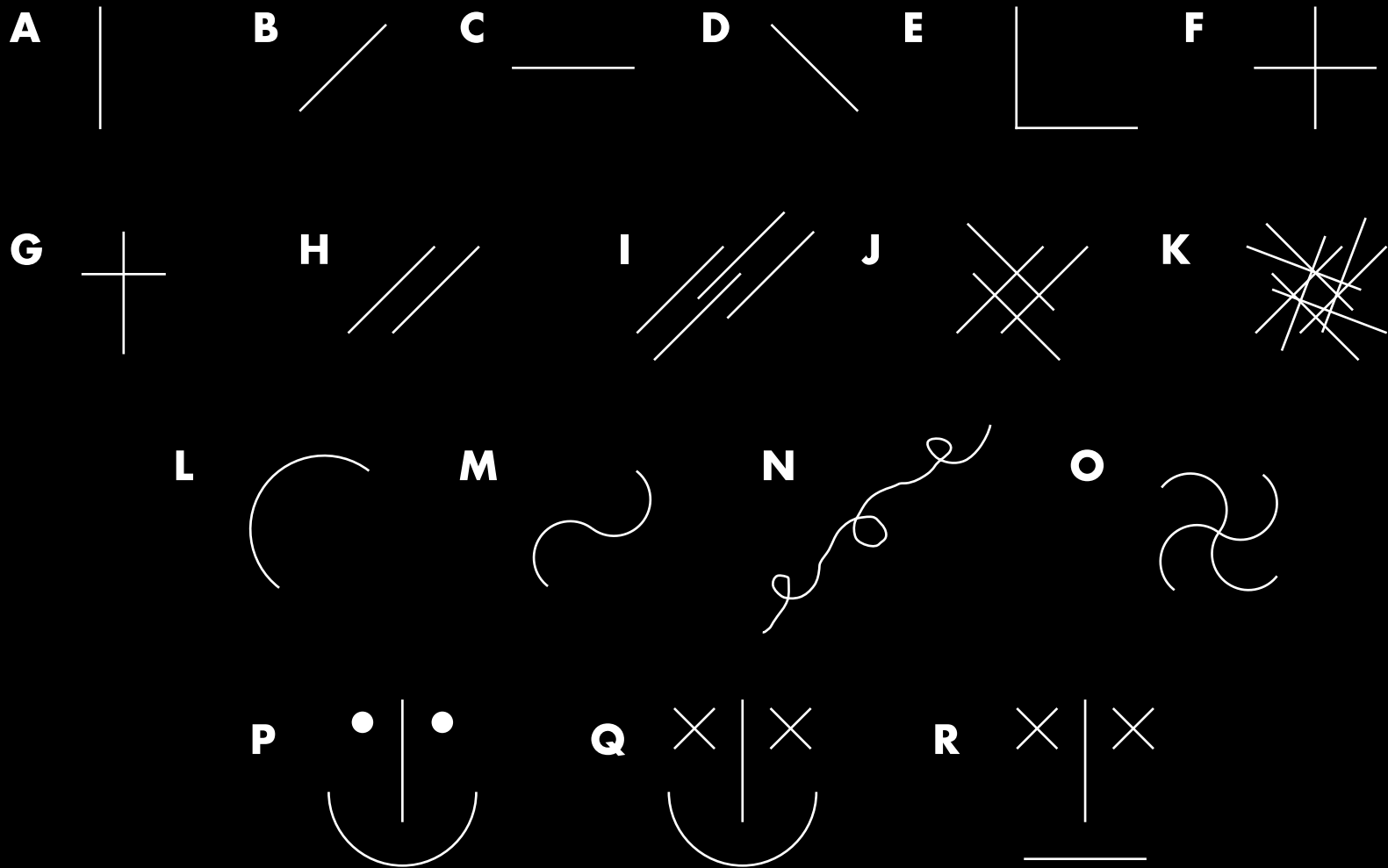
How do we do that?

Where do we begin?

**If not
everything
was
unique
unto itself
then
everything
would
be the
same.**

**We must therefore accept
that
mark making
is
decision making
and
that a decision
makes a statement
about
something.**

Sometimes it's a certain combination of visual forms.



Sometimes it's the tool.

A



B



C



D



E



G

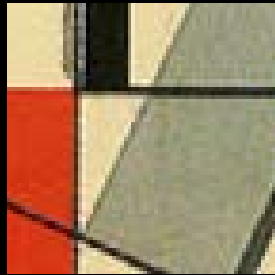


**Basically, everything we see
has some kind of visual meaning.**

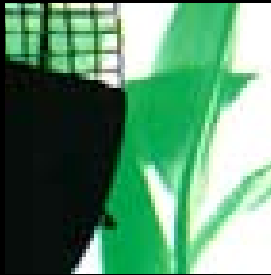
A



B



C



D



E



**When we look at these cropped portions of designs,
there are a number of visual cues.**

What is the line quality? What is the content?

**What is the color palette? What kind of production
is evident by their final visual form?**

What do you see in each?



Wes Wilson, 1966



El Lissitzky, c.1925



Beauty & Barber

CHACHA



CHACHA

Madison · WI



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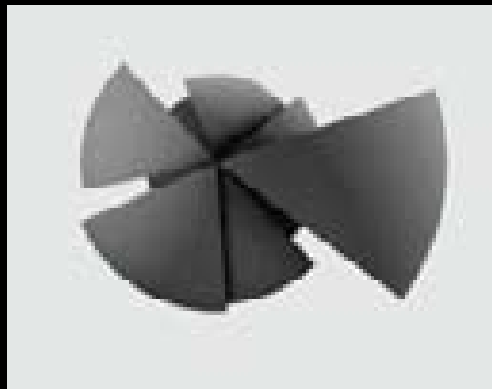


JASON

MY NEXT APPOINTMENT:

DATE

TIME



Karlssonwilker, 2005

How do we get from here to there?

We first explored the construction of compositions of abstract forms.

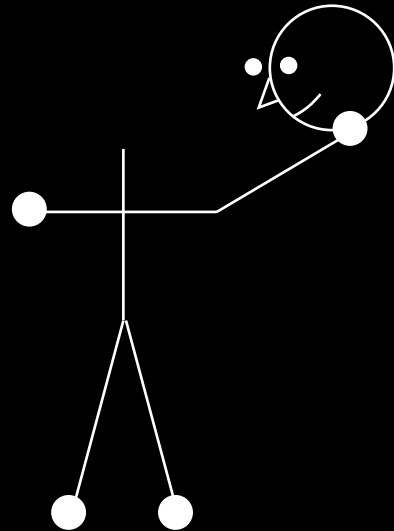
More recently we've considered how we can communicate something literal—abstractly. Unlike our first project, we've now had to also consider our design simultaneously from micro and macro perspectives.



Shigeo Fukuda, 1975

The first step is to become

SELF AWARE



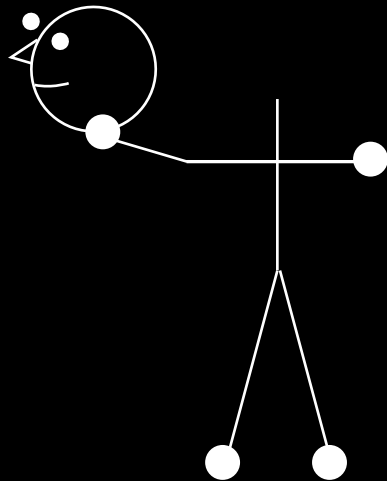
Observe your observations.

**Take note of the notable as
well as the mundane.**

Know what interests you.

**Remember that you
are a graphic designer.**

The next step is to become
AWARE OF THE WORLD AROUND YOU



**Observe the observations
of others.**

Take note.

Know what interests others.

**Remember that you
are a graphic designer.**

**Once you do this lots of new things will
become apparent to you.**

More importantly however, you will begin to

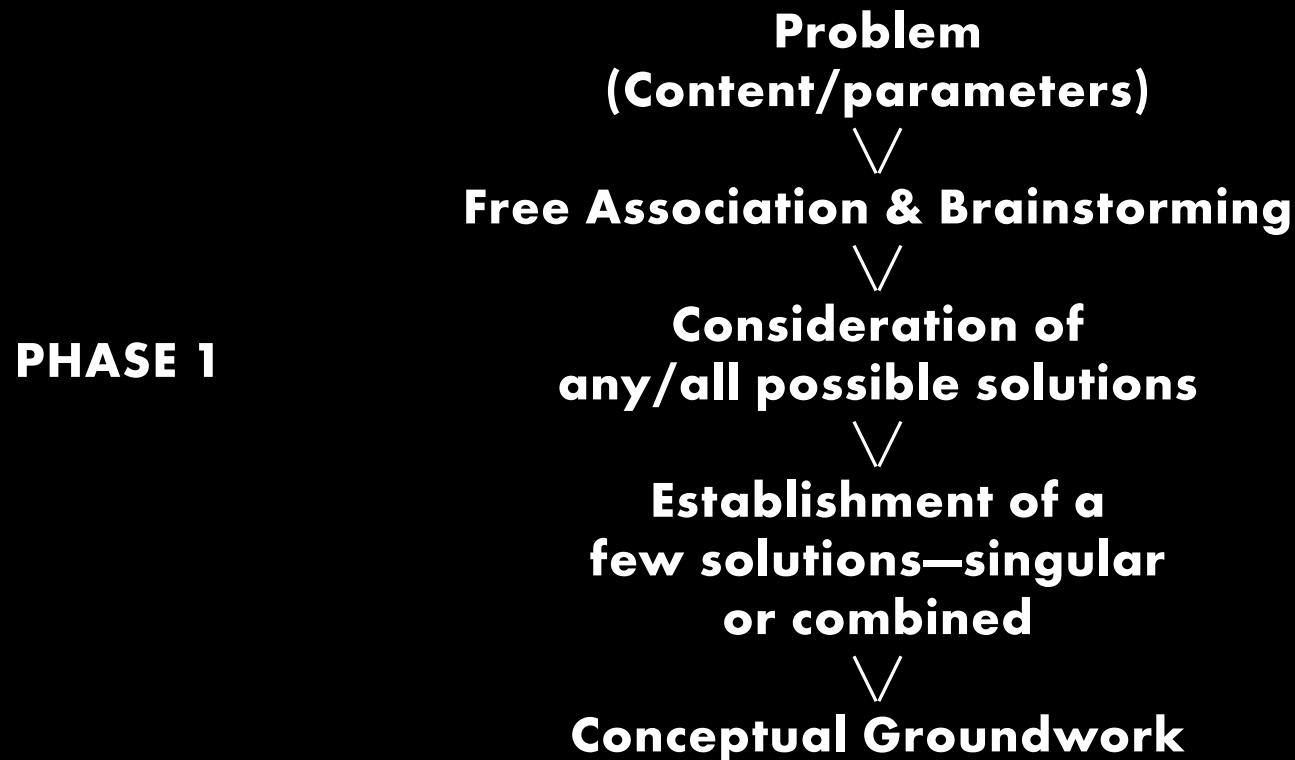
THINK

like a graphic designer.

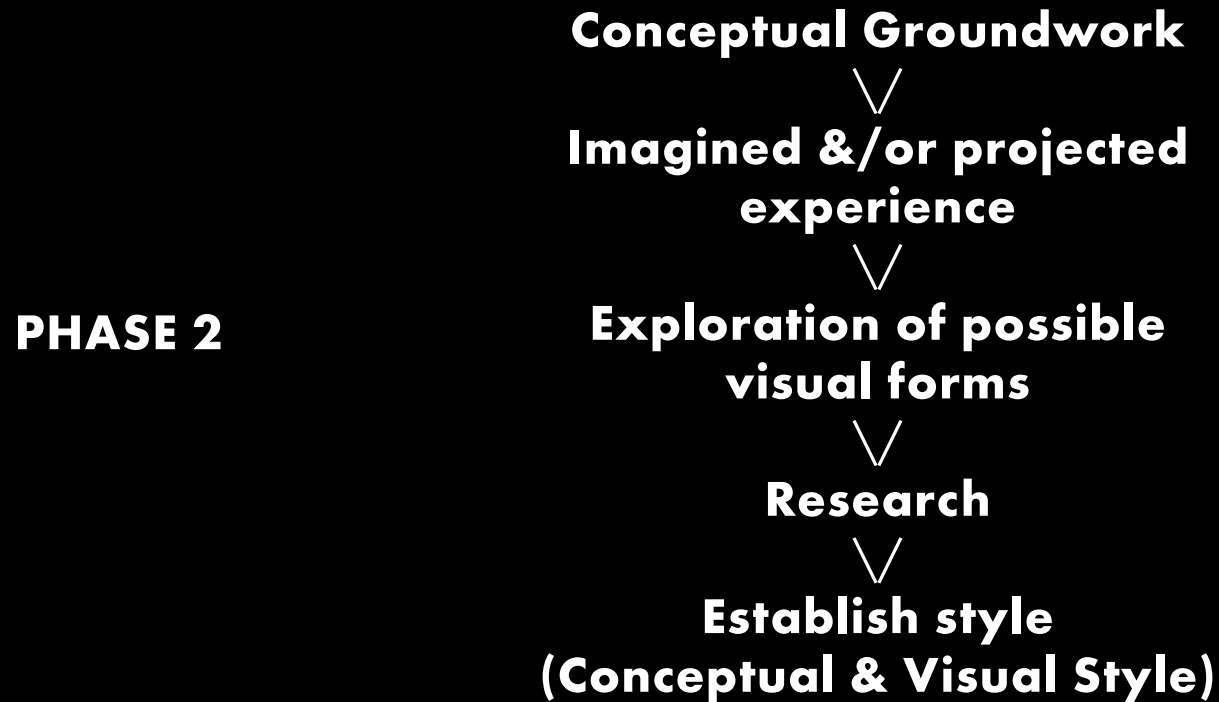
**Everything the world has to offer is a visual problem
for you to solve.**

**At its most fundamental level,
thinking like a graphic designer tends to
follow a certain trajectory.**

I've found it goes something like this:



**Using your conceptual groundwork, you can
then begin phase 2**



**Now that you have a conceptual AND visual style,
you can begin the third and final phase**

**Establish style
(Conceptual & Visual Style)**



**Analysis of
form(s), image(s), typography, materials,
production, experience, etc.**



PHASE 3

**Ask yourself objectively
“Do these aspects satisfy my original
concept? Is it consistent? Does it
solve the problem I originally set
out to solve?”**



Refinement

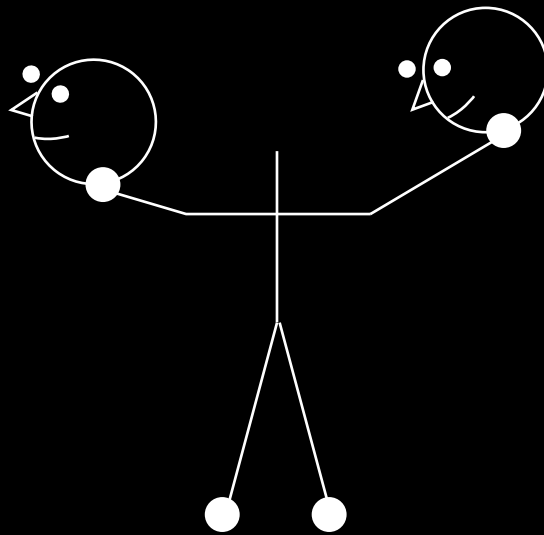


Completion

MOTHER

Herb Lubalin, 1967

So from now on, this is the new you.



Observing yourself observing the world

