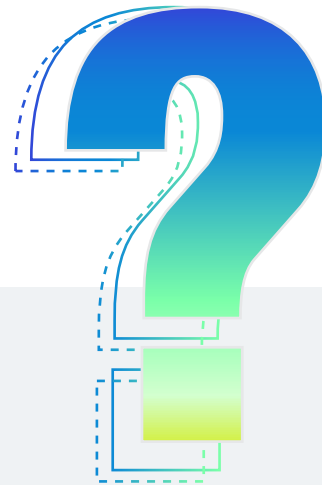


HOW do you DEVELOP AN ORIGINAL IDEA?



DISSECTION TREES
IDEA MATRIX



? CONSIDERATION B.

SAMPLE GRAPHIC DESIGN PROCESS

- 01. State the Problem / Design Brief**
Define: the Problem, Audience, Goals, Artifacts needed, Time-line, Process, Unique Value Position, Brand Values, etc.
 - 02. Research**
Consider: History, Connections, Limits, Google, Focus groups, Case Studies, Interviewing, Visual Research, Study the Competition, Site Research, Knowledge Domain, Pinterest Excercise
 - 03. Ideation / Ideas**
Ideation: Collect findings, Collect Ideas, Brainstorming, Mind Mapping, Idea Matrix, Dissection Tree, Lists, Forced Connections
 - 04. Sketches / 1st Drafts (mock-ups)**
Creating Form: Thumbnail Sketches, Digital Sketches, Many Variations & Many Implementations, Sprints, Consider: Kit of Parts, Alternative Grids, Visual Dictionart, Icon/Symbol/Index
(1st Drafts = 20-200 different experiments)
 - 05. Edit / Refine / 2nd Drafts (mock-ups)**
(2nd Drafts = 20-100 different variations)
 - 06. Prototype**
 - 07. Presentation**
- 

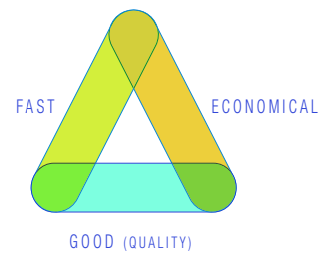
? CONSIDERATION **D.**

QUESTIONS:

- WHO — Who
- WHAT — What
- WHEN — When
- WHERE — Where
- WHY — Why
- HOW — How

TRIANGLE:

CHOOSE TWO:



? CONSIDERATION **A.**

DISSECTION TREE



? CONSIDERATION C.

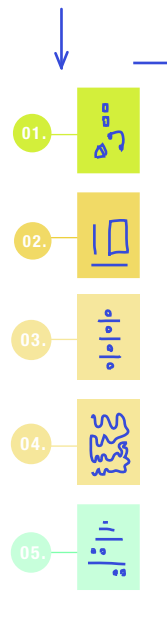
VISUAL RESEARCH / PINTEREST EXERCISE

The Pinterest Exercise is a good visual research process for newly developed designers. The exercise focuses on the development of individual voice by identifying formal and conceptual frameworks existing within designers functioning within the design field.

Part A:

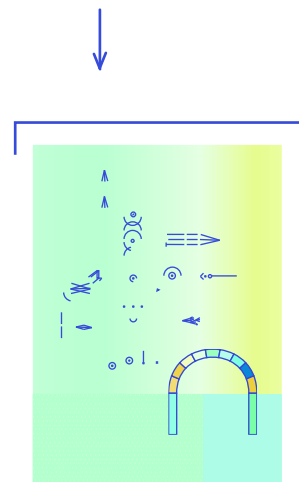
1. Pick 5 Pieces from Pinterest. (Save them to your board)

2. Make a thumbnail sketch of the composition



Part B:

3. Make a larger piece in your sketchbook inspired by the piece you chose on Pinterest



SAMPLE PROCESS #1:

PROJECT BRIEF:

QUESTION: **WHAT ARE THE NECESSITIES OF LIFE?**

CLIENT: **HUMANITARIAN NEEDS**

CONTEXT:

WHO. [AUDIENCE]. Who is affected by the Necessities of Life?

WHAT. [RESEARCH] What are the necessities of life?

WHEN. [HISTORICAL RESEARCH & CONTEXT / TIME] When are the Necessities of Life relevant?

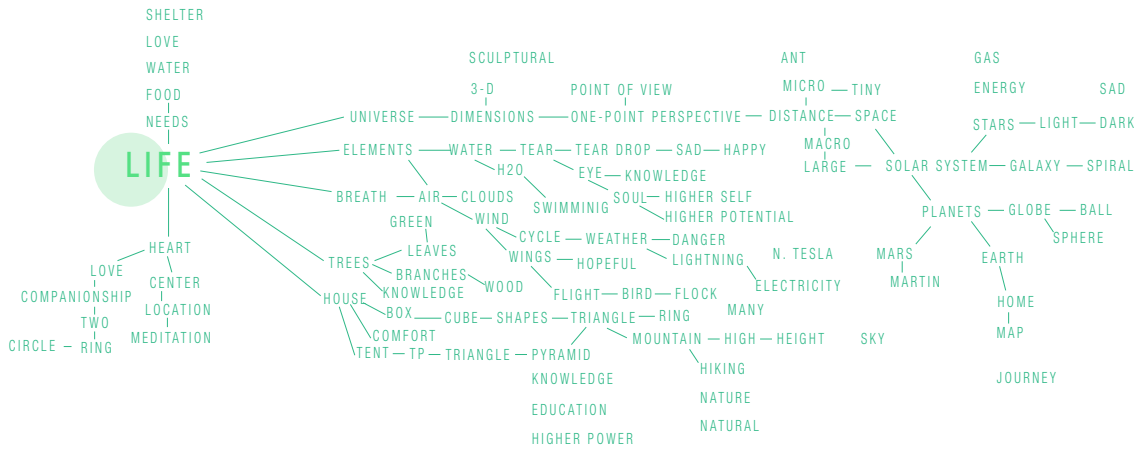
WHERE. [LOCATION / GEOGRAPHIC / LANGUAGE] Where are the Necessities of Life happening?

WHY. [THOUGHT] Why are the the Necessities of Life important?

PROMPT:

CREATE A UNIQUE SERIES OF ICONS THAT REPRESENT THE NECESSITIES OF LIFE.

DISSECTION TREE:



KEY WORDS:

LOVE
WATER
BREATH
CIRCLE
CYCLE
LIFE
SHELTER
KNOWLEDGE

VISUAL EXPERIMENTS:

Water
/Food



Knowledge



Shelter



Love



DRAFTS



DRAFT PALLET



SAMPLE PROCESS #2:

IDEA MATRIX



		VISUAL / DESCRIPTIVE WORDS:				
		PERSON. PEOPLE	PLACE. ANIMALS	THING. TOOLS	DYNAMIC	NATURE
IDEAS / BRAND ATTRIBUTES.	WHAT ARE THE BRAND ATTRIBUTES? NATURAL					
	WHAT IS THE BRAND PERSONALITY? SCIENTIFIC					
	EXPERIMENTAL					
	COMMUNITY ORIENTED					
	ENVIRONMENTAL					
