GRAPHIC DESIGN PROCESS

Charge Up Conference
11-14 April 2013

WHAT IS THE DEFINITION OF DESIGN?

General
Concept

Action /
Process

Idea/
Proposal

"*Design* is to *design* a *design*
to produce a *design*"

Product/
Result

DESIGN PROCESS

1 BRIEF

The design brief is key to defining the opportunities and limitations of a project, both of which are equally important in discovering the best solution.

3 DESIGN

The design team takes chosen concept and discussion points through the process and development. Refine and finalize the design details, such as typesetting and photography touch-ups, before moving into production

2 CONCEPT

Researching and analysing is important to help define what client's needs are. Brainstorm with design team to come out with concrete ideas.

4 LAUNCH

Delivering the final arwork to consumers for call to action.
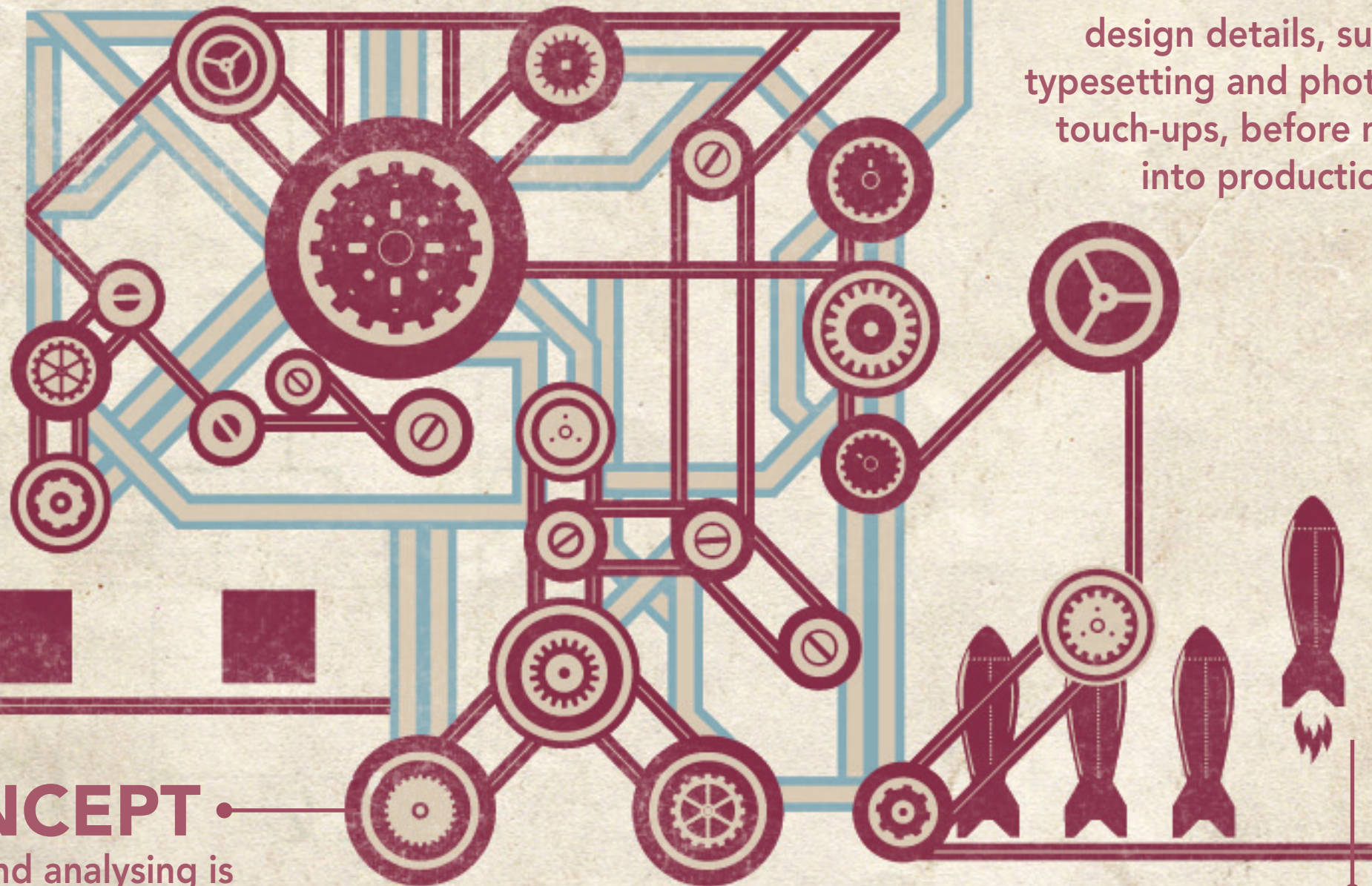
Once you have the conversation and the brief, there is no particular method but one based on life and on knowledge
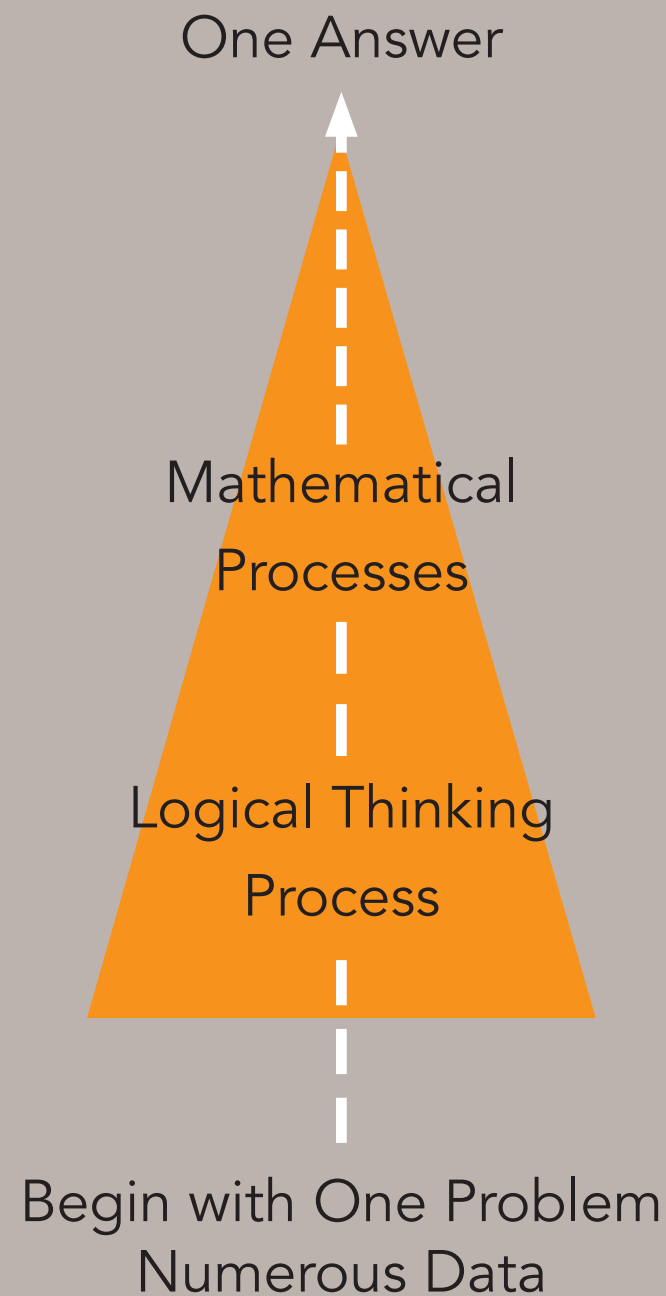
PROCESS OF THINKING

- *Lateral Thinking vs Vertical Thinking*
- *Idea Generation:*
  Global Thinking Tool - Mind Map

Lateral Thinking
vs
Vertical Thinking

Critical Thinking (Vertical)

One Answer

Mathematical Processes

Logical Thinking Process

Begin with One Problem Numerous Data

Solving a problem by *analysis*

Focuses on the known and correct method to address a particular problem

Helps you *save time, money and energy*; and you can get the results you want

This approach may be the right one if you're operating under tight budgets

Critical Thinking
(Lateral)

Begin with
One Problem/
Question

Brainstorming

Generate
Numerous
Possibilities
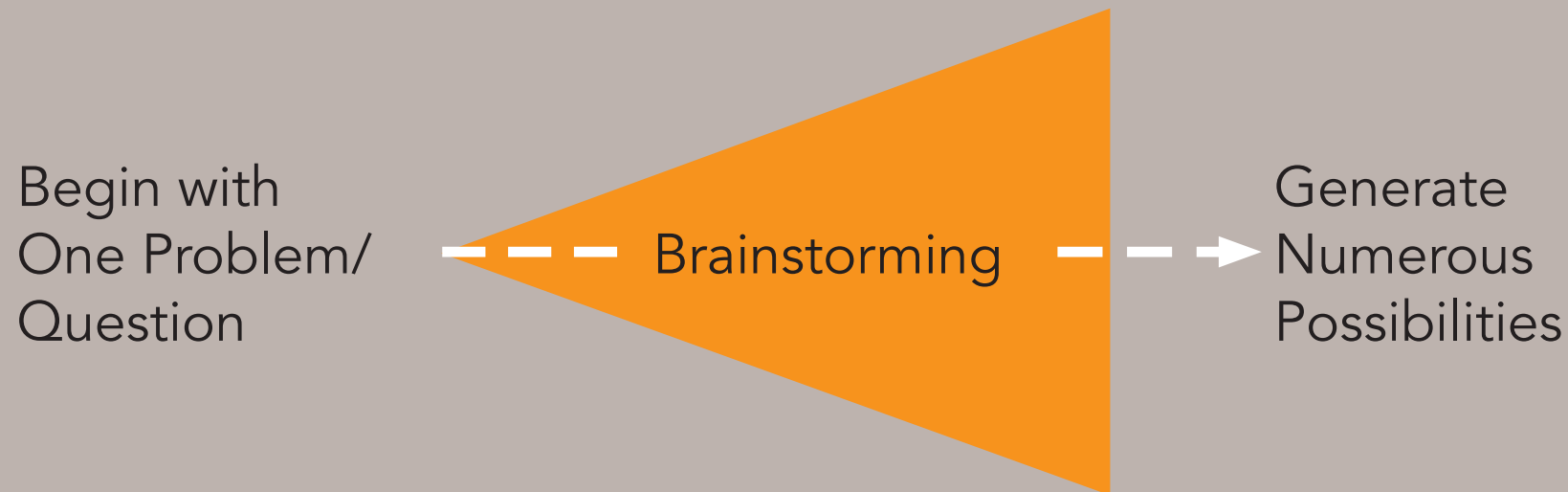
Solving problems through an *indirect* and *creative* approach

Use *reason* that is not immediately obvious

Involve ideas that may not be obtainable by using only traditional *step-by-step logic*

Vertical Thinking
is digging the same hole deeper.

Lateral Thinking
is trying again elsewhere.

Idea Generation:

Global Thinking Tool

MIND MAP

The Definition of Mind Mapping

An expression of **Radiant Thinking** and
is a natural function of the human mind

A **powerful graphic technique** to **unlocking**
the potential of the brain

It can be **applied to every aspect of life** where
improved learning and **clearer thinking**
will enhance human performance

Mind map has four essential characteristics:

- The *subject of attention* is crystallised in a *central image*

- The *main themes* of the subject *radiate* from the *central image* on branches

- Branches hold a *key image/ word* printed on the associated line - details radiate out

- The branches form a *connected nodal structure*

Mind map will:

- Give an *overview* of a large subject or area

- Enable you to *make choices*

- *Gather* together large amounts of *data* in one place

- Encourage *problem solving* by allowing you to see *new creative pathways*

Steps to making a mind map:

Start in the center of a blank page
It give our brain freedom to spread out naturally in all directions

Use an image or picture for your central idea
Keeps us focused

Use colours throughout
Colours are as exciting to your brain as are images. Adds tremendous energy to your creative thinking, and is fun!

Connect your main branches to the central image
Brain works by association. You will understand and remember a lot more easily

Make your branches curved rather than straight-line
Straight lines is boring to your brain. Curved, organic branches are far more attractive to your eye

Use one key word per line
Single key words give your mind map more power and flexibility. When you use single key words, each one is freer and therefore better able to spark off new ideas and new thoughts

Creative Genius Mindset

Actions
- Learning
- Proactive
- Journaling
- Process
  - Orientation
- Mind
  - Mapping

Creative

Required
- Decisions
  - Opinion
  - Thought
  - Flexible in
- Primary Traits
  - Thinker
  - Possibility
  - Risk
  - Taker
  - Focused
  - Imaginative

Qualities
- Primary Traits
  - Intuitive
  - Persistent
  - Curious
  - Playful
  - Independent
  - Dedicated
  - Patient
  - Proactive
  - Courageous
- Nature

Self-Talk
- Words
  - Spoken are
  - Reflective
  - Optimistic
- Asking
  - Questions
  - Focused on
    - Solutions
    - Expanding
    - Possibilities

Strategic

Indispensable
- Belief in
  - Learning from
    - Successes
    - Failure
  - Higher Power in
  - Personal
    - Ability

IQmatrix.com

IQX0032s

Mind Mapping

IQ Matrix Reading

IQmatrix.com

Tips

- Mind Map Study
  - Repeat — 3R+T — Assimilated — Branches
  - 3R+T — Follow — Meticulously / Thoroughly — Mind Map — Branch — Clockwise — Test — Paper — Sketching
    - Progressively — Recalling / Expanding / Correcting — Memory — Levels — Medium — Mind Manager
  - Read — Examinations
  - Review — Highlighting — Recall — Memory — Aloud — Eyes — Closed — Chunks
  - Read — Images — Associations — Colours / Font / Size / Symbols — Creating
- Ongoing
  - Class — Chapter — Class — Notes — Mind Map — Class — Speed — Read
  - Modify — Line — Thickness / Structure — Add / Highlights
  - Links — Symbols / Colours / Images
  - Differentiates — Font
- Utilizing
  - Mind Manager — Mind Mapping — Software
  - Chapter — Sub / Main — Headings — Key — Words

Guide

- Read
- Following
  - Path — Unbroken — Arrows — Branches
  - Hierarchical — Structure
- Images — Associated — Words — Metaphorically / Literally — Branches
- Blockers — Colours — Distinguish — Topics — Full Stops

Mind Mapping

- Organizing — Ideas / Thoughts / Lists / Events / Time / Brainstorming
- Life — Business — Learning — Rapid
  - Planning — Presentations / Negotiations / Speeches / Training
  - Meeting — Agenda
  - Communicating — Message / Ideas
- Used — Academies — Revision / Over-viewing / Accelerating — Learning
  - Exam — Improved — Memorization / Preparation
  - Tool — Links / Associations / Connections
- Benefits
  - Provides — Global — Perspective / Ideas — Information — Effectively / Efficiently
  - Manage — Overload / Overwhelm
  - Improves — Problem Solving — Critical / Creative — Thinking — Ability
    - Confidence / Concentration / Ability
    - Photographic Memory — Flow — Ideas

Visual Mapping

- Types
  - Visual — Cyclical / Radial / Converging / Hierarchical / Interacting / Comparison — Linear
  - Structured — Quick / Expandable / Collapsible
  - Multi-Dimensional
  - Methods
    - Computer — Benefits / Drawbacks — Flexible / Rigid / Impersonal / Personal
    - Hand Drawn — Benefits — Limited / Personal — Drawbacks — Time Consuming

TIME MANAGEMENT

CLARITY
- MOTIVATION
- APPRECIATION
- SIMPLIFICATION

A Ⓐ

EFFECTIVENESS
- ACTION PLANS
- PRIORITIES
- GOALS
- DIARIES
- MEETINGS

NOW / LATER

MINDTOOLS
- SPEEDREADING
- MINDMAPS

FASTER
- SMARTER
- BETTER
- URGENT vs. IMPORTANT
- WASTAGE

YOU / ME

DELEGATION
- TO-DO OR NOT TO-DO
- CAREER
- LIFE
- COMFORT ZONES
- GUIDANCE
- TEAMWORK
- TRUST

WORK-LIFE BALANCE
- WELLBEING

LET GO
- FEARLESS
- EXCEED EXPECTATIONS
- TRANSCEND LIMITS
- CONFIDENCE

SUPERVISE
- HELP
- ENCOURAGE
- DISCRETION

L + H = ✓

MONITORING
- PROGRESS
- FOLLOW-UP
- BALANCE
- NEGOTIATION

TODAY → ☐
TODAY → ☑

COMMUNICATION
- FEEDBACK
- SUPPORT
- PRAISE
- REVIEW
- CORRECTION
- IMPROVE

ERGONOMIC
- USER-FRIENDLY
- EFFICIENT
- VALUE-ADDED
- POSITIVE

BIG

KEY ISSUES
- METHODS
- CHECK POINTS
- DEADLINES

SMART
- SPECIFIC
- MEASURABLE
- ATTAINABLE
- RELEVANT
- TIME-BOUND

WHO / WHAT / WHERE / WHEN / WHY / HOW?
5W 1H

BIG PICTURE
- CHUNKING
- BITE-SIZED
- MULTI-TASKING
- DIVERSIFY

CHOICES
- DECISIONS
- BIG
- SMALL
- DE-CLUTTER
- SLOW DOWN TO SPEED UP
- BREAKS

Ideas could be generated in the following ways beside Mind Map:

- Sketchbooks
- Mood Boards
- Brainstorm/ Ideas Sessions

APR 3

THE NEW YORKER

VOLUNTEER FIRE COMING

BOYS & GIRLS

THE NEW YORKER

RAIN
PARADE
RAIN

Fourth of July
MOTEL Soup

4 JULY 1776
FOURTH OF JULY

Barn swallows circling at evening near BARN

14 JULY PARADE HOT WEATHER - PARADERS KEEPING OUT
OF SUN - DRINKING POP IN AIR COOLED BAR.
REVIEWING STAND - where is it? IN CITY IN COUNTRY
ROUTE OF MARCH - where is it - on Main St.

EMPTY STREET WITH PARADE PASSING AVENUE
in far distance
MANNE

THE NEW YORKER

NOW IN NY PRAT

THE NEW YORKER

THE NEW YORKER

Sparklers
sky rockets
firecrackers
for American Legion
parade

4 July - 1. No one celebrates it
2. Everyone leaves town?
3. First big weekend
4. First hot weather
5. Fireworks are illegal

1	2	3
8		4
7	6	5

"studies indicate
that wide-spread
eyes -"

type disruption

set of eyes

"dual
language Rives, Arch
watercolor
pure whi
be aged
treated
hand.

Tea s
scr
Sph
gr
wo
h

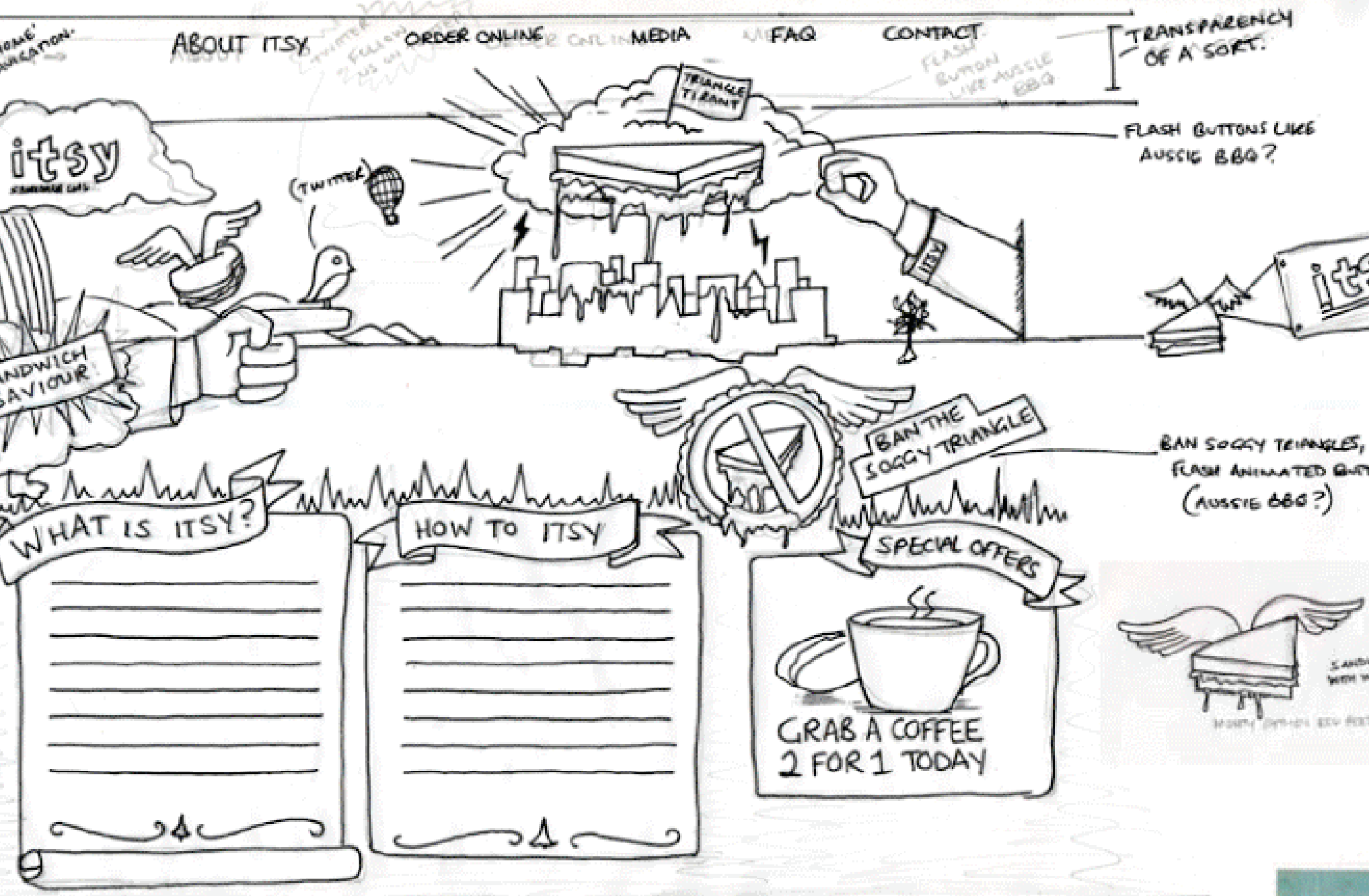"manos"

chart of hands

NONSENSE

· TERM
· EXPERIMENTAL
· USED AS
A BASE TO
CONTINUALLY
REFER TO

Above sketch and model for MAXXI, Rome's National Museum of the 21st Century Arts, for which Hadid won the Stirling Prize earlier this month, and right, the completed building
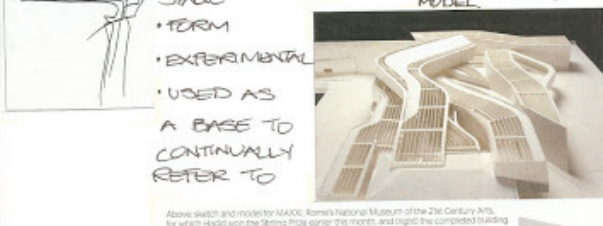
IMPORTANT TO NEVER UNDERESTIMATE
THE POWER OF THE SKETCH!

SKETCH
· ABSTRACT IS
BROUGHT TO LIFE
· STRUCTURE OF
DESIGN IS LAID
FROM THIS
TO
THIS
BUILDING
· DESIGNS TRANSCENDS
GEOGRAPHICAL
BOUNDARIES

DEVELOP SKETCHES - EXPAND

handbo
ces

"had?

mounted

"worn"
illustrated
pages

hand-stitching

optical

- Child sitting in great
chair surrounded
by toys, telling a story
cozy room, fireplace
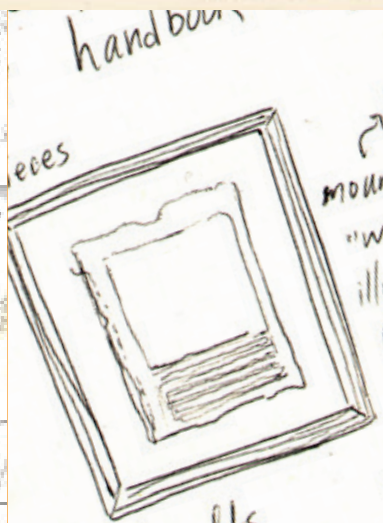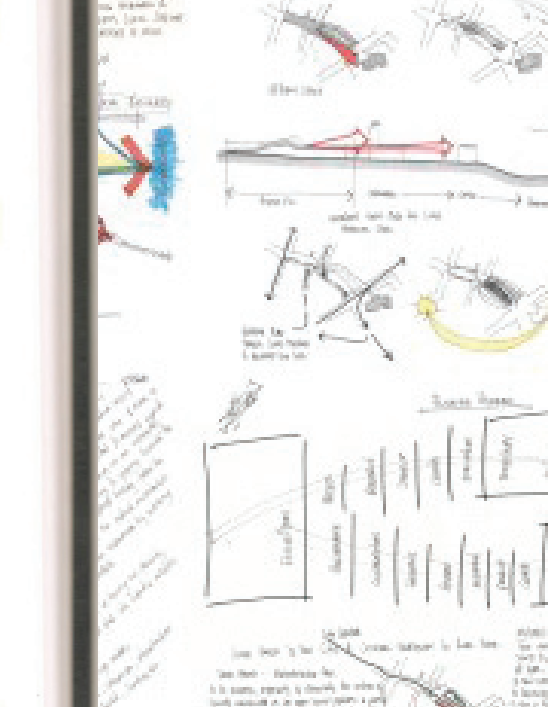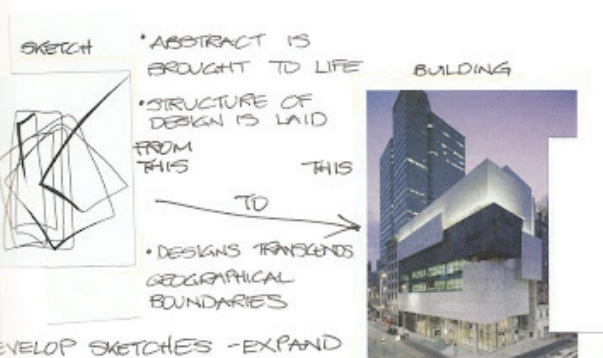
Page Thoughts
"Eye Chart" - symbols
nd chart "

impractical, wasteful, or so
PROCESS is as
tant as the
PRODUCT

TRANSPARENCY OF A SORT.

TRIANGLE TYRANT

itsy
SANDWICH SAVIOUR

(TWITTER)

FLASH BUTTONS LIKE AUSSIE BBQ?

itsy

BAN THE SOGGY TRIANGLE

BAN SOGGY TRIANGLES, FLASH ANIMATED BUTTONS (AUSSIE BBQ?)

WHAT IS ITSY?

HOW TO ITSY

SPECIAL OFFERS

GRAB A COFFEE 2 FOR 1 TODAY

SANDWICHES WITH WINGS?

LIKE...

HAITI

MONTY PYTHON'S FLYING CIRCUS

JUST THE WORDS
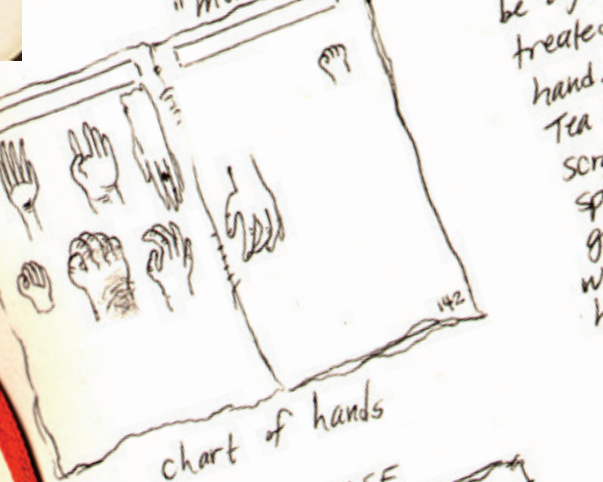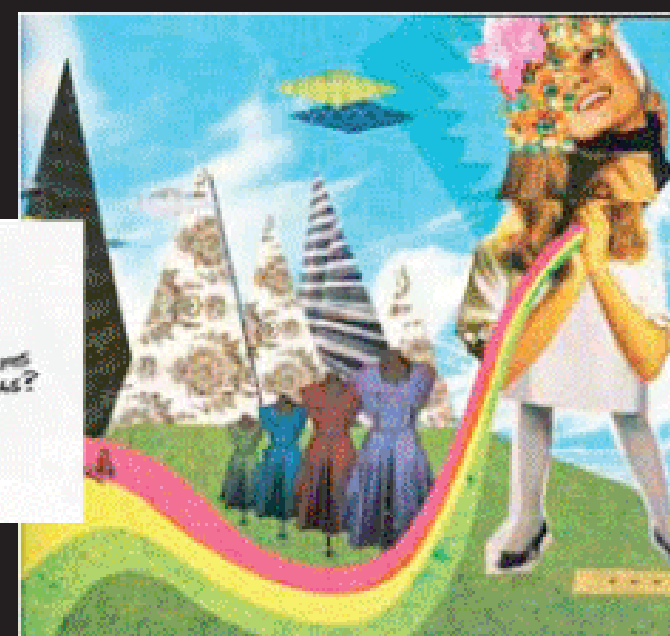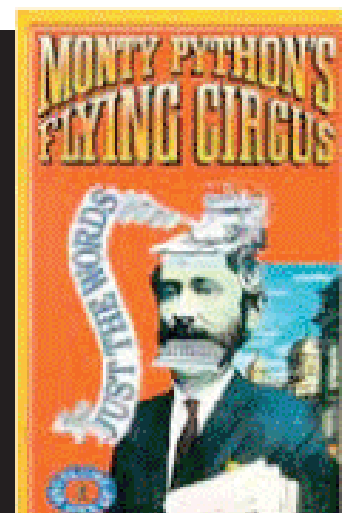
WHAT IS CONCEPT?

- A design concept is the *idea* behind a design

- It's how you plan on *solving* the design problems

- Concept is the underlying *logic*, *thinking*, and *reasoning*

- Concept is *direction*

- Concept is the glue that *holds everything together* in your design

- It's what defines every *decision* you make about how your design will look and feel

- A good design *begins* with a good design concept

Every design decision (+color & type) you make will follow your concept for direction

What's the purpose of your design?
What's the idea behind it?
What's your design supposed to do?
Who is it for?
What's its function?

As you answer these questions
you're forming the concept of your design.

We can think of design concepts in two ways.

Verbal

- Words you use to describe the design
- It focused on the message your design is to communicate

Visual

- An image or color scheme
- Tend to be a little more concrete
- Come from the verbal part of your concept
- Focused more on the how to convey you message

So,

The word comes first before the visual.

Visual is about how you'll communicate the verbal.

IN THE BEGINNING WAS THE WORD

JOHN 1:1

Concept:
Larger than Life

Concept:
Beautiful Freedom

What to do Before Creating a Design Concept

Defining the problem
You can't solve a problem without knowing what that problem is. Before developing a concept for a design you need to talk to your client and ask questions about the client's brand, their customers, their general market, and their goals for the design.

Research
Your client won't be able to tell you everything you want to know. You'll have to do your own research into their industry and trying to understand more about their market.

Some of the questions you should be asking yourself and your client.

- What is your client's brand?

- Who are your client's customers - Target Audience?

- What are the requirements?

- What is the objective?

- What is the budget?

- What are your client's single minded proposition?

Summary

The best designs start with a great concept.
It's your idea for how you'll solve the problem of
communicating your client's message.

While there is no one way to develop a concept the
first necessary step is own research and gathering
information by asking your client as many questions as
you can and listening to the answers on and in between
the lines.

You'll develop concepts verbally and visually. The former
helps determine the message you'll convey and the
latter helps determine how you'll convey that message.

THE RESOURCES

There are few websites you can download images for free:

1) http://compfight.com/

2) http://www.sxc.hu/

3) http://www.creationswap.com/

4) http://all-free-download.com/free-vector

Getting the right resources are very important
as many of the websites' images are copyrighted.

Start out right

You may think about using a clip art

Not a good idea - the image probably isn't licensed for use or if it is, is already being used by a load of other people

You may think about downloading a layout template

Similarly not a good idea - you're never going to be sure if the work is original

TRUE PURPOSE OF ART
IS THE SAME AS
THE TRUE PURPOSE OF
ANYTHING:

IT IS FOR THE SERVICE
OF OTHERS AND
THE GLORY OF GOD.

THANK YOU