

# **The Design Process (An Outline)**

## **Introduction to Design**

- o Design as Visual Organization
  - o Design as Creative Problem Solving
  - o Design as a combination of Content and Form (Subject and Media)
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- All design utilizes human intelligence; visual design utilizes human intelligence informed by perception and knowledge. If the design process is to proceed to the generation of a visual product, then it also requires production skills. The particular set of production skills varies greatly with the nature of the visual product.

## **Procedures for Creating Art as Communication**

- o Many steps in the process
  - Thinking/Brainstorming
  - Looking/Seeing
  - Doing/Making/Craft
  - Critique/Reflection
  
- Drawing, painting, collage, etc. are not design; they are processes that may be utilized in the creation of a visible design product. Photography, video, digital animation, etc. are also processes that may be utilized in the creation of a visible design product.

## **The Creative Process**

- **Thinking/Brainstorming**
  - About the problem- what do you need to do?
  - About the solution- how you will do it?
  - About the audience- who will see it and how will they see it?
  - About Form and Content:
    - Selecting content- what will it be about?
    - Selecting form- what materials and media will you use to deliver and present the idea?
    - Creating meaning between the two.
  
  - Form and Function
    - Clarity- how clear it is?
    - Utility- how is it working?
    - Economy- how efficient it is?

## **Looking/Seeing**

- Sources:
  - Nature
  - History and Culture
  - Other Artists Work
- Visual Training and Retraining
  
- **Doing/Making**
  - Thinking with Materials
  - Doing and Redoing
  
- A creative process can be fully completed via conceptualization, and then visualized. More commonly, however, conceptualization and visualization alternate in some way. A designer may begin to draw based on a conceptual goal, but the act of drawing may in turn influence the conceptualization. In many design processes, conceptualization, visualization, perception, knowledge, and judgment will all play an intermixed role.

## **Critique/Reflection/Revision**

- Constructive Criticism
- A Model for Critique:
  - Intuitive response- Visual reaction
  - Description- What it looks like?
  - Analysis- What it says? How Was it Done?
  - Interpretation- What does it mean?
  - Revision- A chance to improve it-  
Make it look/function better.