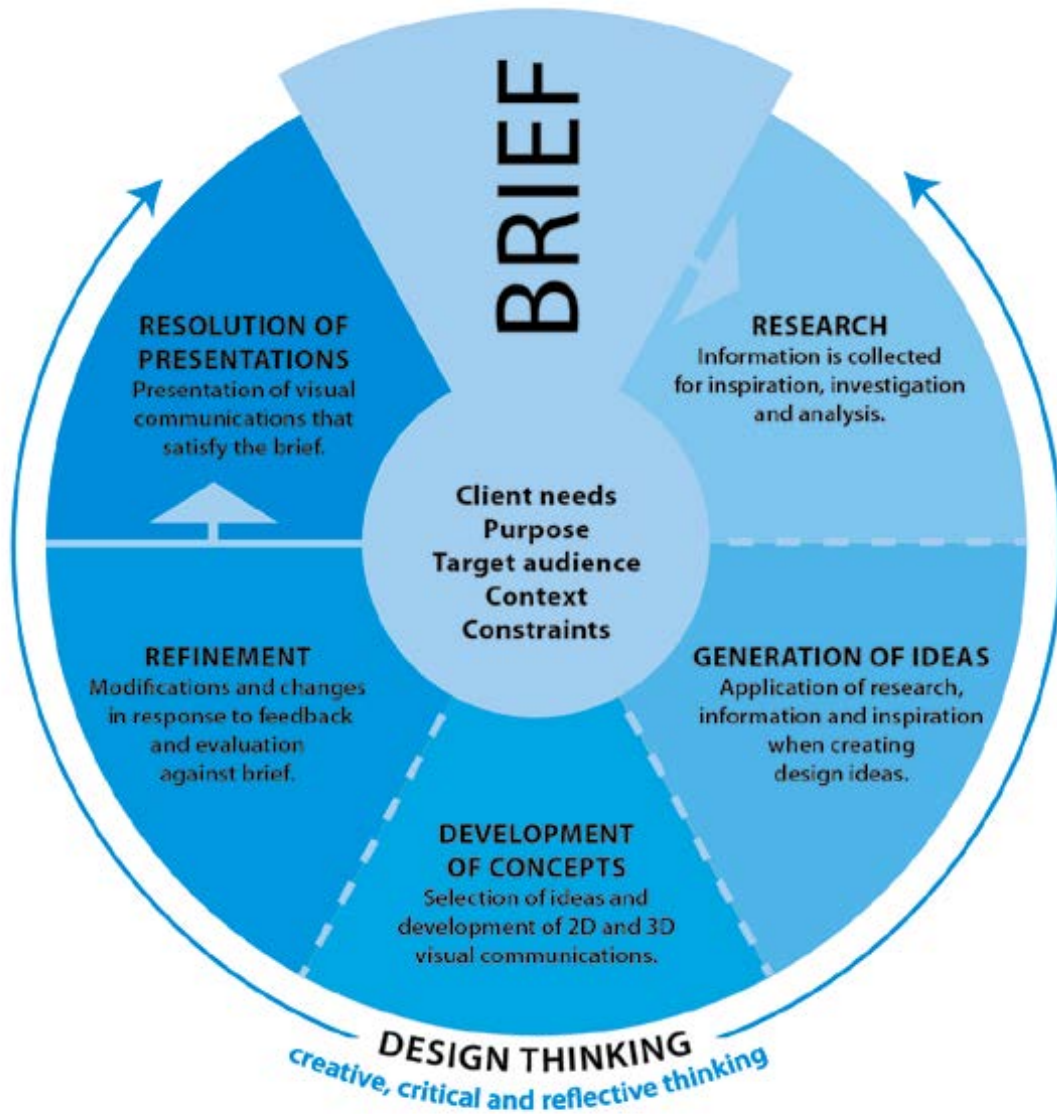


Design process



Design thinking incorporates:

Creative thinking which requires a curious, open-minded, flexible, divergent, explorative, investigative approach

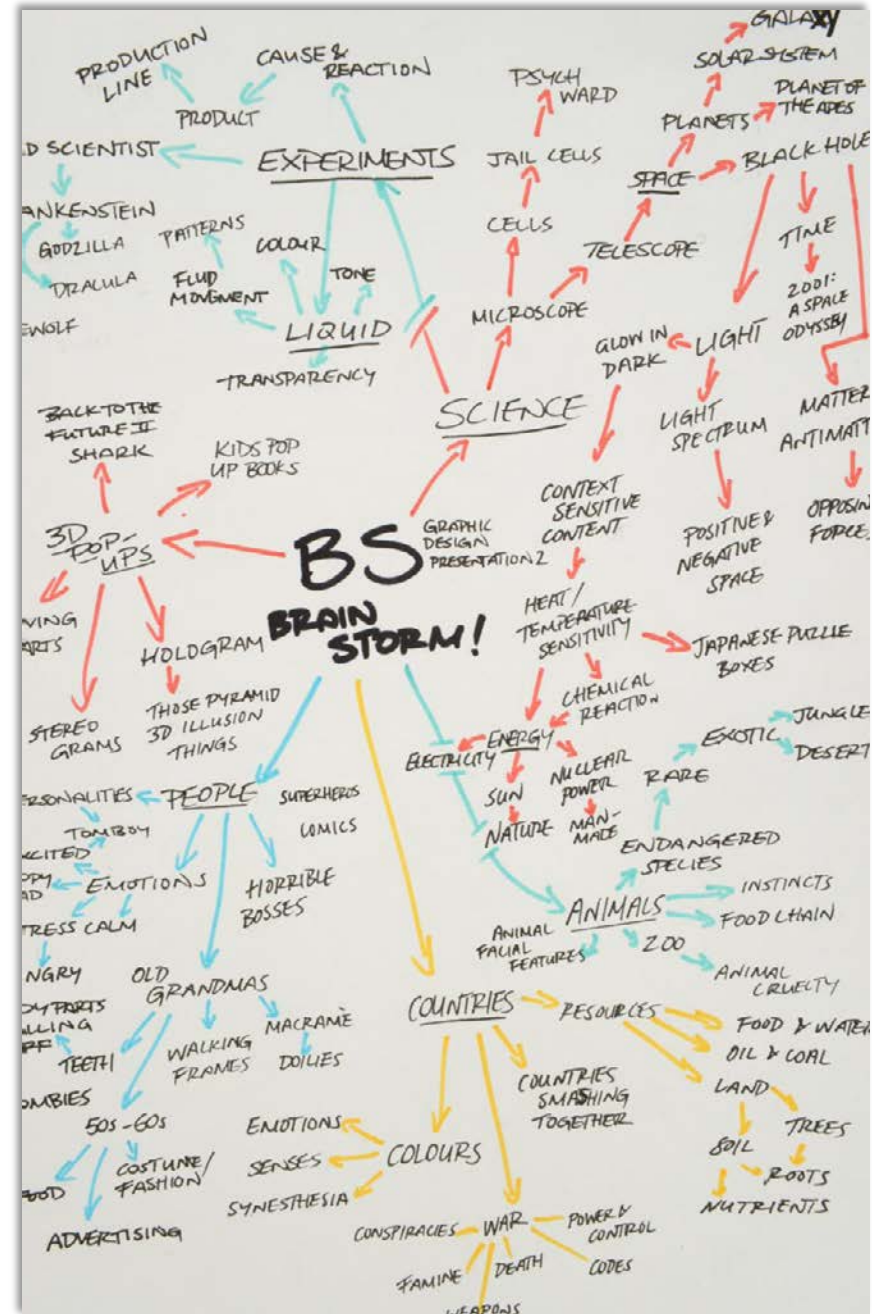
Critical thinking which requires questioning, clarifying, planning, analysing, examining and testing information and ideas

Reflective thinking which requires a metacognitive approach, seeking and considering feedback, reflecting on progress and processes, making links and connections with broader issues and the work of others.

Brainstorming

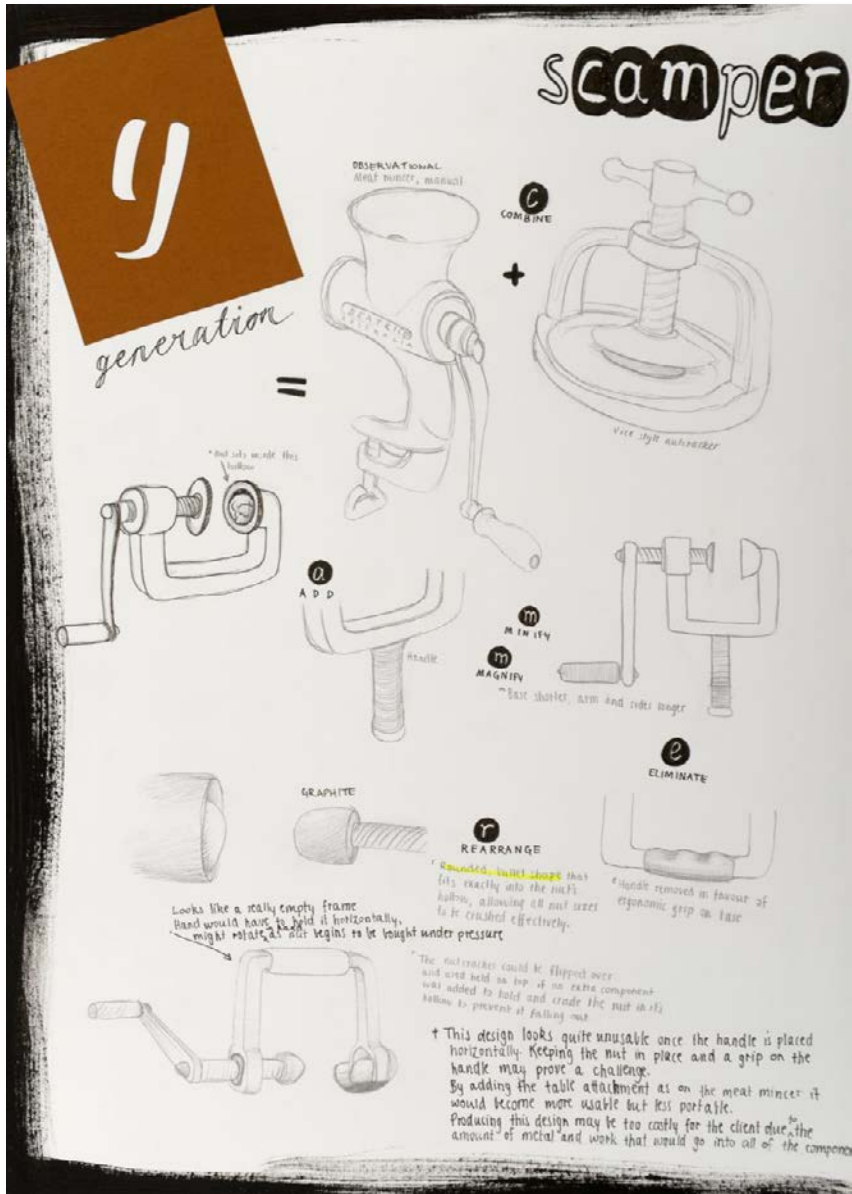
Go beyond brainstorming!
Try SCAMPER, what if..., brain
dump, forced associations, see
think wonder, action verbs...

Ashlee Warren
Example of Brainstorming



SCAMPER

SCAMPER by Ripley Callahan



It's about asking questions, testing, checking...What else can I do? The kind of thinking that involves problem solving.

Examples of Critical thinking



- HUMOROUS
- HANDCRAFTED
- ALTERNATE
- LARGE SIZED
- SIMPLE + STRONG GRAPHICS
- SHOWS THE PRODUCT (BOTTLE)

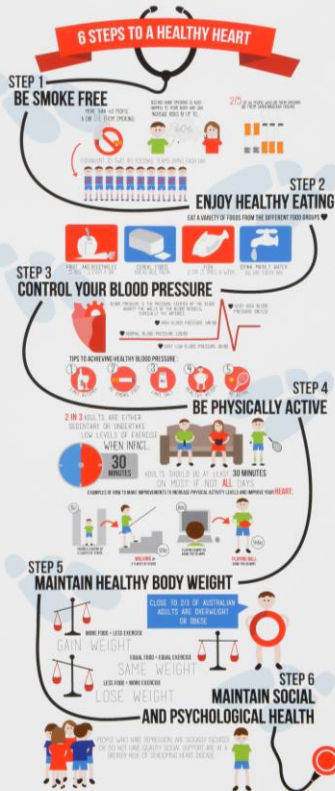
- PEOPLE MAY NOT UNDERSTAND HUMOUR
- PEOPLE MAY NOT KNOW IT IS MILK COMING FROM COW
- FLAVOUR NOT WRITTEN HOWEVER SUGGESTED THROUGH COLOUR

- CRAZY COW CAN BE USED ALL THROUGHOUT ADVERTISING CAMPAIGN
- CRAZY COW BECAME THE IDENTITY OF THE HALF PINT
- CARBONS AND ADS CAN BE MADE OF CRAZY COW

PMI CHART:

THE PLUS MINUS INTEREST CHART ALLOWS FOR A STRONG EVALUATION OF A CONCEPT WHICH MAY BE CONSIDERED TO TAKE FURTHER AND WHERE IT IS CLEAR THAT THE PLUS OUTWEIGHS THE MINUS THEREFORE THE CONCEPT SHALL BE TAKEN FORTH.

HEART
FOUNDATI ON



One client
and two
communication
needs



Emily Engel

Heart Foundation

1. Logo ,infographics
2. Poster: fun run

RESEARCH

By Olivia Goodliffe

practically water resistant and even when it does get wet it maintains its strength and stiffness

IMPERMEABLE doesn't allow fluid to pass through



<http://www.corkofot.com/hugobrande/3D-Lab>

cork maintains a constant temperature on the coffee cup

durable.

Prime subset of bark tissue that is harvested for commercial use

low density therefore light weight

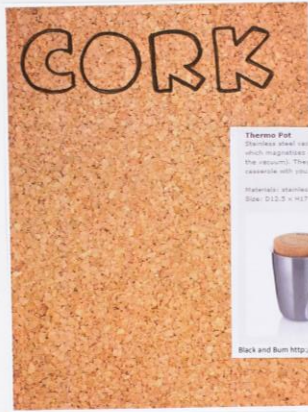


print logo on to cork

<http://www.thebox-packaging.com/wine-in-cork-box/>



<http://www.containerstore.com/shop/kitchen/foodstorage/specialty/productid-10025911>



Thermo Pot
Stainless steel vacuum food flask. It has a cork top (with mineral thread detail) and stainless steel spoon which magnetizes onto the side. It will keep your food hot for 5 hours and stays with a 10 year guarantee on the vacuum. They say "the best name the flask" and this is the perfect way to take your hot porridge, soup or casserole with you.

Materials: stainless steel 430 8.22, 100 cork, polypropylene and silicon
Size: D12.5 x H17 cm, 900ml / 1.7 ltr



Black and Bum http://www.loi-distribution.com/bb_funchbox.html

naturally resistant to rot.



print on to cork

<http://embodys3d.com/wp-content/uploads/2010/01/cork.jpg>

Good for environment



lid made out of natural cork, polypropylene and silicon

stainless steel 430 8.22

the silicon part ensures the vacuum effect

<http://www.conixa.com/categories/feeding/funchboxes/black-bum-thermo-pot.html>

cork's elasticity combined with its near-impermeability makes it suitable as a material for bottle stoppers



Mario Jorge Lemos <http://www.balag.se/peg/cork/>

completely natural, renewable and biodegradable material.

Cork's bubble-form structure and natural fire resistance makes it suitable for thermal insulation in house walls, floors and ceilings.

Research can be collected by looking and drawing existing objects.

Acknowledgement

When you are collecting imagery to use for inspiration or as starting points....you **MUST** acknowledge **EVERYTHING!**

Don't just write
Google images!
Place near image.

Edwards, Brian. 2012 *Organ Donation* Poster. Australia
<http://positive-posters.com/posters/profiles/?pid=4671>
Retrieved 13.02.2013

Serious stuff

You are required to acknowledge all sources of inspiration throughout the design process. This can be done by noting specific titles and publication dates of texts and/or magazines and/or URL addresses for websites where images have been sourced. When your folios are assessed any images that are not acknowledged will be ignored.

Concept development and refinement

CONCEPT 1

Place the cupcake image to the edge; its big, yummy and hard to miss.

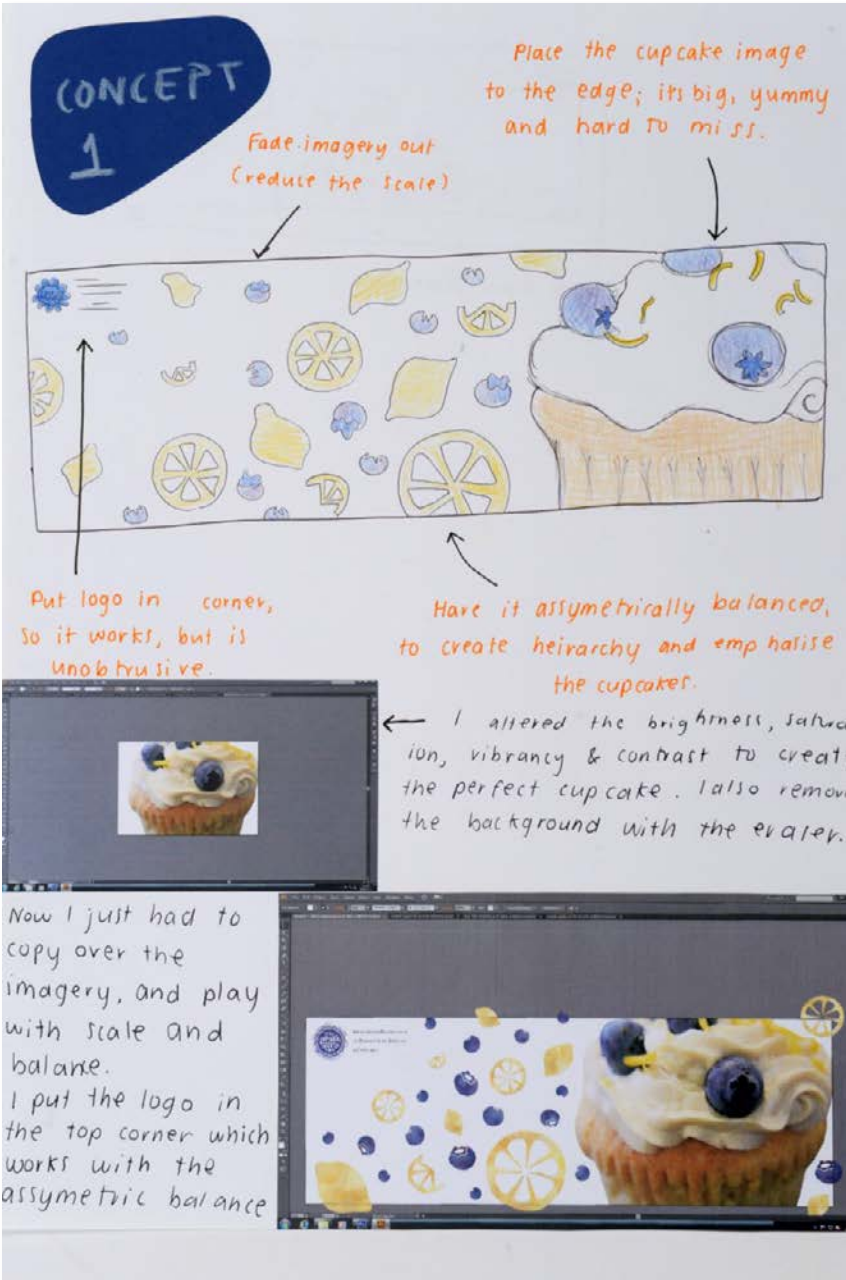
Fade imagery out (reduce the scale)

Put logo in corner, so it works, but is unobtrusive.

Have it asymmetrically balanced, to create hierarchy and emphasise the cupcakes.

I altered the brightness, saturation, vibrancy & contrast to create the perfect cupcake. I also removed the background with the eraser.

Now I just had to copy over the imagery, and play with scale and balance. I put the logo in the top corner which works with the asymmetric balance



Development of concepts:

selecting the preferred ideas and applying a range of methods, materials, media, design elements, design principles and presentation formats to create two- and three-dimensional visual communications that address the brief.

Both visualisation and presentation drawing methods are relevant to this stage.

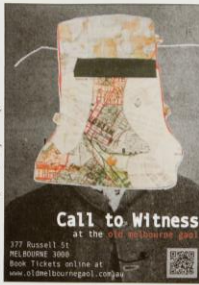
Refinement:

modifying visual communications in response to feedback and evaluation against the brief.

Development then refinement

DEVELOPMENT

The use of a photograph of Ned Kelly relates to history and the insertion of the mask over the top makes the usual more reliable and recognisable



use of colour on helmet contrasts to background and makes it the major focal point
→ colours could be stronger

weight of the type makes it not as clear or clear
name needs to be larger to stand out

* image sourced - www.independentaustralia.net/wirepress/wp-content/uploads/2011/02/NedKelly-2688294.jpg



use of colour makes background more visually appealing
use of black and white contrasts the background however the helmet becomes less of a dominant focal point

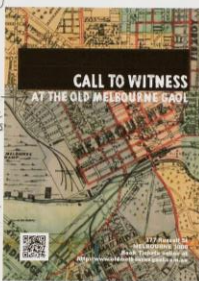
name not clear
→ solid background colour could help with legibility

modern approach to the helmet design
→ helmet links to history but style with the use of gradient doesn't show this aspect



link to Ned Kelly is shown but not in the historic way

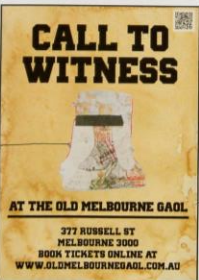
as the background is busy, the type becomes hard to read
→ may need a box around it to make it stand out



solid block across the top links to Ned Kelly's helmet
→ type in this space makes the shape not as clear to see
vintage map of Melbourne relates to the history as well as the Gaol's location

information doesn't have to be as large

wanted poster look relates to crimes and prisoners



tea stained paper relates to historical old quality of the Gaol

solid bold font is easy to read

visual needs to be of a darker one to stand out from the background

symmetrical balance makes the focal point the large title at the top and then draws the audience's attention down the page

* slogan or phrase needed to clarify 'call to witness'?



Solid, bold background helps catch the audience's attention

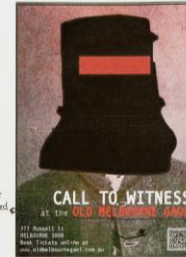
use of contrasting colours between the background, title and image create interest and a strong visual impact
→ writing is clear to read and it stands out

→ silhouette of Ned Kelly's mask still shows the iconic shape, with out the need for detail which makes it stand out

REFINEMENT



information doesn't need to be so big as the audience are holding the magazine at close range



aged photo relates to history

solid fill mask makes shape stand out

information not clear on textured background



solid banner at the bottom makes information easier to read



use of colour in background communicates the crime aspect as red has connotations with crime, murder and blood

background colour blends with the dull colouring on the mask

banner helps the important information to stand out



solid, bold background makes the image stand out
→ use of contrast
→ dark colour makes ad have a 'scary' or 'mysterious' feel



title stands out due to contrast in colour
→ could be more of a focal point if it was larger
not enough room for information

Symmetrical balance
→ large coloured image is focal point and then the audience's attention is drawn down the page

cropping of mask makes eye slot more of a focal point
→ eye slot needs to be more solid

DEVELOPMENT: - PHOTOGRAPHY



WIRE

THIS IS A STRONG CONCEPT AND WOULD WORK WELL WITH A MINIMAL DESIGNED LOGO, PERHAPS BY HAVING IT HANG FROM TAG LIKE THIS AS ANOTHER LAYER COULD BE INTERESTING



FLOWERS

THIS VISUALLY LOOKS REALLY GOOD HOWEVER IT HAS A SLIGHT FEMININE FEEL, PERHAPS BY JUST TAKING THE OUTLINE IT COULD PRODUCE A ORGANIC DESIGN.



WEEDS

I LOVE THE BRIGHT COLOUR GREEN OF THESE PLANTS IT IS BOLD AND STANDS OUT. THE SHAPE IS QUITE DIFFICULT TO INTERPRET BECAUSE OF THE WONKY OUTLINE.



STONES

THIS DESIGN HAS A SENSE OF BULK AND WEIGHT TO ITS FORM, THIS COULD POSSIBLY BE REDUCED BY USING SMALLER ROCKS SO A MORE DEFINED WORD IS CREATED.



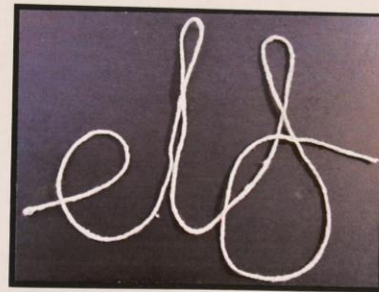
SHELLS

INDIVIDUALLY I LOVE THE SHELLS SHAPES BUT IN THIS FORM THE DESIGN IS NOT AESTHETICALLY PLEASING AND LOOKS MESSY.



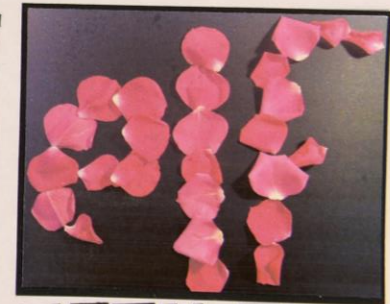
LEAVES

THESE LEAVES ARE A SLIGHT BIT TOO LARGE, RESPECTIVE THIS I DO LIKE THEIR ROUGH EDGES. THIS FEATURE COULD BE A ASPECT THAT COULD BE INCORPORATED IN THE LOGO OR TAG DESIGN.



ROPE

A VERY SIMPLE CONCEPT BUT IT HAS QUITE A NICE CREATIVITY TO ITS FORM. PERHAPS EXTENSION OF THE END SECTIONS COULD BE COOL INTO ANOTHER FORM. EX/MOUNTAIN RANGE LINE.



PETALS

THE COLOUR IS BOLD BUT GENERALLY SPECIFIC, TO TARGET ALL AUDIENCES THIS WOULD NOT BE THE BEST CHOICE BUT THE CIRCULAR ASPECT OF THE PETALS IS NICE.

Using photography to develop ideas for a Typeface for logo

REFINEMENT

PRES2
GRAPHIC

PAPER
COFFEE
CUP

COMIC / HIPSTER

Wanting to delve into that retro look I decided to try an illustration with a vaguely sci-fi premise. I took two photos, one of a microscope and one of my brother's face and used them to draw the illustrations in Illustrator.

I roughly colored it in Photoshop to try and give it a rough look but it just looks bad.

The program is so aptly named.



① Using the photos as a base, I used the pen tool to draw heaps of lines & shapes, in Illustrator.



② I copied and pasted the illustrations into Photoshop (gasters?! Shock-horror!) and sketchily colored them in, trying feebly to mimic the comic artistry and harsh lighting archived in my research.



Warp tool again!

Heaps of dead space.

ELEMENTS:
Lines, shapes, color
Letterforms, tone

PRINCIPLES:
figure ground,
contrast, cropping.

METHODS:
- computer - Illustrator, photoshop
- photography

MATERIALS:
- photo paper

MEDIA:
- printing - inkjet.

I was happy with the ear.

I think the design needs to be seamless.



Computer methods in the refinement stage

THE TILES / CIRCLES CREATED BEFORE
WAS BEEN PLACED INTO AN
ASYMMETRIC BUBBLE LIKE PATTERN TO
GENERATE A BOTTLE BACKGROUND
USING THE REPEITION OF THE
CIRCLES.



ALL WHITE FILL COLOUR WAS BEING
FILLED IN EXCEPT THE PINT BOTTLE
WELL IS BROUGHT TO THE FRONT OF
THE ATTENTION AND STANDS OUT VERY
WELL AGAINST THE DARK BACK-
GROUND.

Jacob Jess

Pattern, shape and type



THIS USE OF THE SYMMETRIC
PATTERN AND 'OUT OF THE
BOTTLE' CREATES A LOVELY CONTRAST
AND VERY TO BE LIKE THE
TEXT BELOW SHOWS THE
FROM THE ENTIRE SET AS
LEFT AND ALSO AN 'O'
WHICH ALSO COMBINATORIALLY
LEADS THE WORD 'PINT' FROM
POINTS THE TWO CONCEPTS WERE
ADDED TOGETHER. USING THE
BEST ONES TO CREATE A
DESIGN WITH A CALL TO
ACTION CONVEYING A USE-
TO'S APPEAL.



WHAT'S
YOUR
POINT

WHAT'S
YOUR
POINT

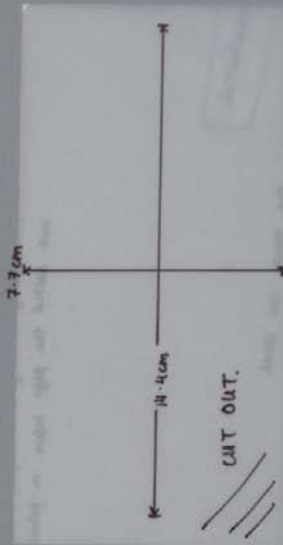
WHAT'S
YOUR
POINT

PRINTED #2

many mistakes were made which potentially ruined this final page. (See next page.)

- the stamp of approval -

strong black compared to the inkjet printer.



Officeworks

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www.officeworks.com.au

TAX INVOICE

DCR30271	93.46
OPS-DIGITAL COLOUR A3 2510E 1-250	
02010835	80.40
OPS-A3 GLOSS 210GSM	
TOTAL	\$3.86
Cash Paid	95.00
Rounding	-80.01
Change Due	Cash \$1.15
GST Included in Total	90.35
+ GST Free Item	

GLOSS
gives a 'professional' formal finish

210GSM
a very evident difference between the standard 90gsm paper
more stable

LASER printer
the black text is thicker and creates texture (touch it).

services
3-D modelling
Advice
Alterations
CAD drafting
Contract drafting
Documentations
Extensions
Paper to CAD transfer
Permit Applications
Product development
Renovations
Unit developments

colours are much clearer and as a result, images are clearer



This student is in control of the printing process. They discuss paper choices (gloss), paper weight 210GSM versus 80 GSM) AND Laser printer versus inkjet.