

DESIGN 275 – Creativity in Design: Make-up Work

WEEK 1 – June 8

Creative exercise: “Phone Booth”

Is there anything sadder than a pay phone booth these days? With the advent of the cell phone, those once-popular necessities are all but extinct. Try to think of the last time you used a pay phone, and try to recall the last pay phone you used that was housed in a phone booth. It's been a while, huh?

Those phone booths are still around. They didn't get their feelings hurt and leave the country, they just have no purpose in life anymore. It's your job today to give them a purpose.

- **Challenge: Come up with ten alternative uses for our old friend, the phone booth.**
 - They can have the pay phone still housed in side,
 - or you can lose the phone altogether,
 - replace the phone with some other usage,
 - Whatever you want.
 - TIME CONSTRAINT: 10 minutes
- Turn in the list/sketches of your (10) alternative uses.

WEEK 2 – June 15

Creative exercise: “One Line Logo”

- **Challenge: You've been asked to submit an identity design for the 2012 Olympic Games in London. The initial sketch of your logo must be composed from a single, unbroken line. Once you've placed your pen or pencil down on the paper, you can't take it off the page until the logo is complete. Don't go back for corrections—embrace mistakes!**
 - Time constraint: 15 minutes
- Turn in your One-Line Logo sketches.

In-Class Project: "IDEO & The Deep Dive: Research"

- Watch the "IDEO: Deep Dive" video, and take notes about the insights learned about creativity and the creative process.
- Write a 2-page paper (double-spaced) on your findings addressing specifically these questions:
 - How is research important when it comes to the creative process?
 - How is Brainstorming important and what are some insights offered by IDEO about this practice.

WEEK 3 – June 22

Creative exercise: "Free Association"

Write down the name of an animal, a physical location somewhere in the world, and the name of a non-profit you admire.

Using this information, create the cover design of this year's annual report for said non-profit, including some form of textual or visual reference to the animal and location.

- **Challenge: Design the layout for the cover, and the first several spreads of the report, which can include:**
 - A Message from the President
 - An article/report on your organizations greatest mission-related initiative of the year
 - A report on how much money was raised this year
 - Personal profiles of people helped/aided through your organization
 - Time constraint: 60 minutes

In-Class Project: "IDEO & The Deep Dive: Brainstorming"

- Watch the "IDEO: Deep Dive" video, and take notes about the insights learned about creativity and the creative process. (If you haven't already)
- CREATIVELY illustrate IDEO's design process in a poster, step by step. Sketch must include color and be detailed.
 - Examples can be seen here: <http://line25.com/articles/showcase-of-impressive-design-process-explanations>

WEEK 4 – June 29

Creative exercise: “Spray Paint Wars”

Remember the Airbrush? Until the advent of computer art, many commercial artists used this method of spray painting to create everything from food advertisements to retro pin-up girls to science-fiction book covers. Fast-forward to today, and the vernacular has been limited to graffiti- or to the virtual airbrush in Photoshop. It’s rare you’ll see a designer on the street, practicing his trade with a can in hand. With this in mind, stretch your hand-typography skills by taking on the following challenge.

- **CHALLENGE: Come up with a name for a new clothing company whose work is inspired by street art, then design a logo for your company in graffiti style.**
 - Once the logo is complete, create a motion graphics storyboard where your logo will be painted into place on a television within the store.
 - Time constraint: 90 minutes

In-Class Project: “Wedding Videography and Mind Mapping”

- Watch this video on Mind Mapping: <http://www.youtube.com/watch?v=4wZ5wV5dPZc>
- Create a mind map using this prompt:
 - You are asked to design a logo for a VIDEOGRAPHY company that caters primarily to WEALTHY, YOUNG BRIDES
 - Mind map must completely fill your page, and use color and sketches.
- Turn in mind map.

WEEK 5 – July 6

Creative exercise: “Urban Diapers”

If you’re a parent, you know the joys of taking care of a child’s needs until they’ve been potty trained. You are part of an elite brigade whose common bond is the ability to talk on the phone with one hand while taking care of a diaper with the other. As a designer, I’ve always wondered if there was a way to elevate the chic factor and the usability of what is otherwise a messy, multi-year responsibility. Can you be a new parent and look really good while taking care of number one and number two?

- **CHALLENGE: You've been tasked with branding a line of baby diapers that caters to urban parents seeking an edgier feel to their baby care.**
 - Invent the name and logo for this new brand, then apply your identity to the diaper product itself, thinking through what type of packaging would be most appropriate for your target audience.
 - Time constraint: 90 minutes
 - Turn in sketches

In-Class Project: "Blue (Midterm)"

Blue is America's most popular color. There are so many variations on this hue-- from the sparkle of a sapphire to the clear blue sky, the deep cerulean ocean to the stunning iris at the tip of a peacock feather.

This challenge is about how many different ways you can interpret the color blue.

PROJECT SPECIFICATIONS. You will brainstorm, conceptualize, and design the layout for a 10-page magazine, from cover to cover. Create the name and tagline for this new magazine that is devoted solely to things that are associated with the IDEA of blue.

Don't restrict yourself to literal interpretation-- feel free to branch your design ideas out into what kinds of people, places, feelings, artworks or emotions may be conceptually related to BLUE.

Outline and think about who your target audience will be

Design the masthead and cover, as well as laying out the rest of the magazine. Consider typography choices, colors. Develop a style that is consistent throughout the publication

Elements to include in your 10-page layout:

- (1) cover page
- (1) table of contents page
- (1) full-page ad, related and directed to your target audience
- (2) HALF-page ads, related and directed to your target audience
- (1) Q&A section (7 questions)
- (1) message from the editor
- (4) articles WITH headlines (related to your magazine)

Sketch a detailed mockup of your magazine.

You will then present your magazine to the class.

PROCESS SPECIFICATIONS:

- Outline and schedule your time, to make the most effective use of it
- Use of research, based on your target audience or the theme you choose your magazine to center around
- Use (team or individual) brainstorming to help develop several elements of your design including (but not limited to) magazine title, tagline, and cover ideas/concepts.

Turn in your 10-page magazine mockup.

WEEK 6 – July 13

Creative challenge: “10x10”

98.. 99.. 100 sit-ups. We force our bodies through all sorts of challenging workouts, but when it comes to exercising the mind, sustained ideation can leave a designer feeling completely spent. Plus, when I’m tasked with creating packaging concepts, I often feel like I’m running out of ideas after only a page or two of concentrated sketching. As a general rule, I’ve found that this empty feeling is sheer illusion. The best way to dispel it is by forcing constant iteration and repetition in my sketchbook– especially when I don’t think too hard about what my pencil is doing on the page. My best work often happens in this magical space.

Want to give it a try? In taking on this challenge, discover how to silence your inner critic by generating an astounding number of design ideas!

- **CHALLENGE: You’ve been hired by a soda company to create the packaging for an affordable organic energy drink. Your audience is well-off twenty-year-olds.**
 - Brainstorm a name and a description of the drink, then spend sixty minutes on a hundred sketches of the possible energy drink design, including form factor and typography. Spend the last thirty minutes refining the hundred sketches down to three final design sketches that incorporate all of your best thinking.
 - Time constraint: 90 minutes

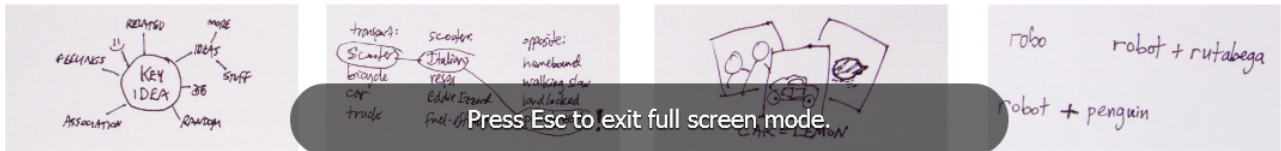
In-Class Project: “10x10 Brainstorming for App”

Using any 3 of the different brainstorming techniques mentioned on pages , brainstorm 100 possible features for an iPhone App put out by the makers of YOUR Energy Drink brand (above). Think about the Target Audience.

Think about creating something that could either be fun, useful, entertaining, informative, helpful, to an average iPhone user.

BETTER IDEAS FASTER BRAINSTORMING TECHNIQUES

If you find yourself getting stuck, throw a brainstorming technique in one of your timeboxes. You'll inevitably find yourself gravitating towards the techniques that seem to work best, but it's important to vary techniques every so often to stay fresh.



MIND-MAPPING

Allows you to identify a range of ideas quickly in a free-form manner.

1. Place the key point of focus for your brainstorm in the center of the page or whiteboard.
2. Write words / terms related to the focus in the empty space around the center, radiating outward. If you run out of concepts, write down slightly related things, opposites, or unrelated thoughts.
3. Expand upon relationships in ideas that emerge from the various nodes, circling and grouping items as necessary.
4. Distill big ideas from the map.

FREE-FORM SKETCHING

Draw pictures, words, and layout ideas in an free-form, associative way. Then step back, assess, and refocus. This often works best with a number of people sketching simultaneously, then sharing.

WORD LISTING

An alternate method of mind-mapping.

1. On a sheet of paper, write a column of words with as many concepts or terms as possible related to your point of focus for your design.
2. In a second column, pick an idea that interests you from the first column and expound upon it.
3. In the third column, write down words that are the opposite of the material in column 1.
4. Circle relationships that span columns 1 through 3. Distill into big ideas.

ROLE PLAYING

Act out how the client's product/service is being used in the real world. Let your teammates observe, react, and question what you're doing in order to glean insight from the experience.

PICTURE ASSOCIATION

Mind-mapping without a verbal foundation.

1. Search the Internet for photographs (Google, FFFFOUND, stock sites) that feel related to the project at hand.
2. Arrange them in groups or clusters.
3. Write words around the clusters that describe the essential messages they convey.
4. From these groups, distill into possible directions/design sketches.

YES, AND...

In a group, go around the table and continue to evolve an idea without judgment. Simply say, "Yes, and," then add to it. One person records the ideas as they grow and morph.

BRUTETHINK

From *ThinkerToys*, great when you're stuck.

1. Come up with a seed word related to the focus you've been provided—or an old one that you couldn't get to "activate."
2. Write down the first thing that pops into your mind, even if it's random.
3. Hold both words in your mind or look at them on a page. Find as many ways to intuitively associate the idea and the random word.

MAD LIBS

Create a simple Mad Lib that contains a blank analogy. It could be phrased like this: My client's _____ is _____ like _____. Pass copies of it to your colleagues and see what stories emerge.

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- Turn in 100 ideas for iPhone App features.