

DESIGN & PROCESS Q & A

Design Basics - Chapter 1

DUE BEGINNING OF CLASS WED SEPT 21, 2011

APPROX TIME TO COMPLETE : 1.5 HOURS

NAME _____

DESIGN DEFINED

To Design is To _____

"Design" is essentially the opposite of _____.

The design process involves seeking
_____ solutions to problems.

CREATIVE PROBLEM SOLVING

Sometimes it uses visual representation and sometimes it may use a play on words.

T - F "Since there are no rules in art, that mean that all devices and solutions are equally valid and visually successful."

Why? _____

CONTENT AND FORM

Discussions about art usually involve the 2 concepts of content and form.

Define each :

Content _____

Form _____

Give two examples of each :

Content _____

Form _____

AESTHETICS

When a piece does not have a message, the artwork is just for 'aesthetic' purposes. (In other words, it's just meant to look nice.)

For example, adornment like jewelry or crown molding isn't necessary, but it looks good. Just don't forget that most art is supposed to be a form of visual communication. (Especially in graphic design and web design.)

Define "Aesthetics" as found on Wikipeda:

STEPS IN THE (CREATIVE) PROCESS

LIST THE THREE ACTIVITIES / ACTIONS IN THE
"CREATIVE PROCESS" OUTLINED IN THIS CHAPTER

T - F They should always happen in this order

GETTING STARTED:

1. Think About the **Problem**.
2. Think About the **Solution**

STEPS IN THINKING:

Make a list (words/idea/concepts) for theme or idea.

Quickly sketch (visual notes/ideas)

Expand the list by discussing it with other artists or doing research.

Narrow the list down to a few ideas.

Then ask yourself how you will use or show the symbol in a unique or original way to convey the idea.

Example: How will you show your symbol in a unique and original way?

THINKING: FORM AND FUNCTION

"Form Follows Function"

What this famous quote expresses is:

Name 2 or more examples of forms from nature that follow function:

Name 2 or more examples of everyday useful objects whose form is informed by (followed by) function:

LOOKING

Name several broad sources then specific examples of references and places to look for creative visual ideas and inspiration.

broad source _____
specific examples _____

broad source _____
specific examples _____

broad source _____
specific examples _____

(extra) broad source _____
specific examples _____

"Visual Training" often relies on _____.

The artist often sees _____.

Common instructions in art are: "Look Again" & "See the Relationships."

DOING: THINKING WITH MATERIALS

Describe what "thinking with the materials" might mean _____

Give a brief description or example of each way "doing":

Trail and Error _____

Intuition _____

Application of a System _____

Doing and Redoing:

Revision is _____

Starting over _____!

Doing can take on a life of its own. Losing track of time, etc...

Revision allows for an idea to _____
_____.

What are some similar words for "revision"? _____

PROCESS

IV. CRITIQUE: CONSTRUCTIVE CRITICISM

T - F Critique is a very important part of design!

Why or Why Not?: _____

Forms of critique:

Self – writing a journal entry

Dialogue with a Professor

Review by peers or classmates

Other _____

One Model for Critique Structure: describe each:

Description – _____

Analysis – _____

Interpretation – _____

