

THIS IS YOUR TIME

What I say is not absolute. My goal is to help you understand how all this unfolded and where we find ourselves. You are at the beginning of your journey. This is your time.

PAY ATTENTION

Pay attention as well you can to what is going on around you in design and in the world and how they interact. The changes I have seen in a relatively short time have been dramatic. The further along we go the faster the changes seem to come so pay attention. As a culture we recycle styles from the past at pretty regular intervals. Particularly since 2000. The cycles are getting smaller and overlapping you need to be perceptive.

**LIFE IS PRETTY SIMPLE:
YOU DO SOME STUFF.
MOST FAILS. SOME WORKS.
YOU DO MORE OF WHAT
WORKS. IF IT WORKS BIG,
OTHERS QUICKLY COPY IT.
THEN YOU DO SOMETHING
ELSE. THE TRICK IS DOING
SOMETHING ELSE."**

WHAT IS GRAPHIC DESIGN?

It is difficult to define something that is both a moving target and a ubiquitous part of our culture.

GRAPHIC DESIGN

In 1922 W.A. Dwiggins coins the term “Graphic Design” in an article titled “A New Kind of Printing Requires a New Design”
He was describing the encompassing work of a type, typography, page and ad designer.

GRAPHIC COMMUNICATION

VISUAL COMMUNICATION

VISUAL COMMUNICATION DESIGN

COMMUNICATION DESIGN

DIGITAL DESIGN

COMMERCIAL ART

GRAPHIC ART

ART

The discussion surrounding the relationship between art and design is a never ending one.

New Oxford Dictionary

Art is the expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreciated primarily for their beauty or emotional power.

51%

51% of you characterized graphic design as primarily art that is expressed via a computer. A majority of those in this group believe the purpose or focus is geared towards individual expression.

42.1%

42.1% of you characterized graphic design as a form of communicating a message to an audience via visual means. There was an thread through this group that also wanted to save the world from ugly design. Both this group and the previous group sought to define graphic design solely by the artifacts that are produced.

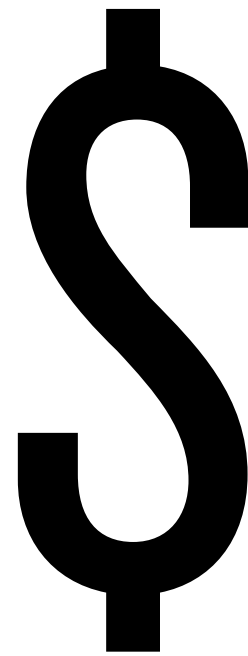
4.8%

4.8% of you believe graphic design is generated by the computer or graphic design = photoshop.

2.1%

2.1% of you do not know what graphic design is but are willing to learn. I appreciate your honesty and I hope I succeed in teaching your something.

**WHAT IS THE PRIMARY DIFFERENCE
BETWEEN ART & DESIGN?**



Is it commerce? The fact that there is a client? Someone to answer to? You get paid = design?



Under the patronage of Pope Julius II, Michelangelo painted 12,000 sq ft of the chapel ceiling between 1508 and 1512. The ceiling, and especially *The Last Judgment* (1535–1541), is widely believed to be Michelangelo's crowning achievement in painting.

A B C

Is it the content? If it has letterforms it equals design



The Book of Kells an illuminated manuscript Gospel book in Latin.



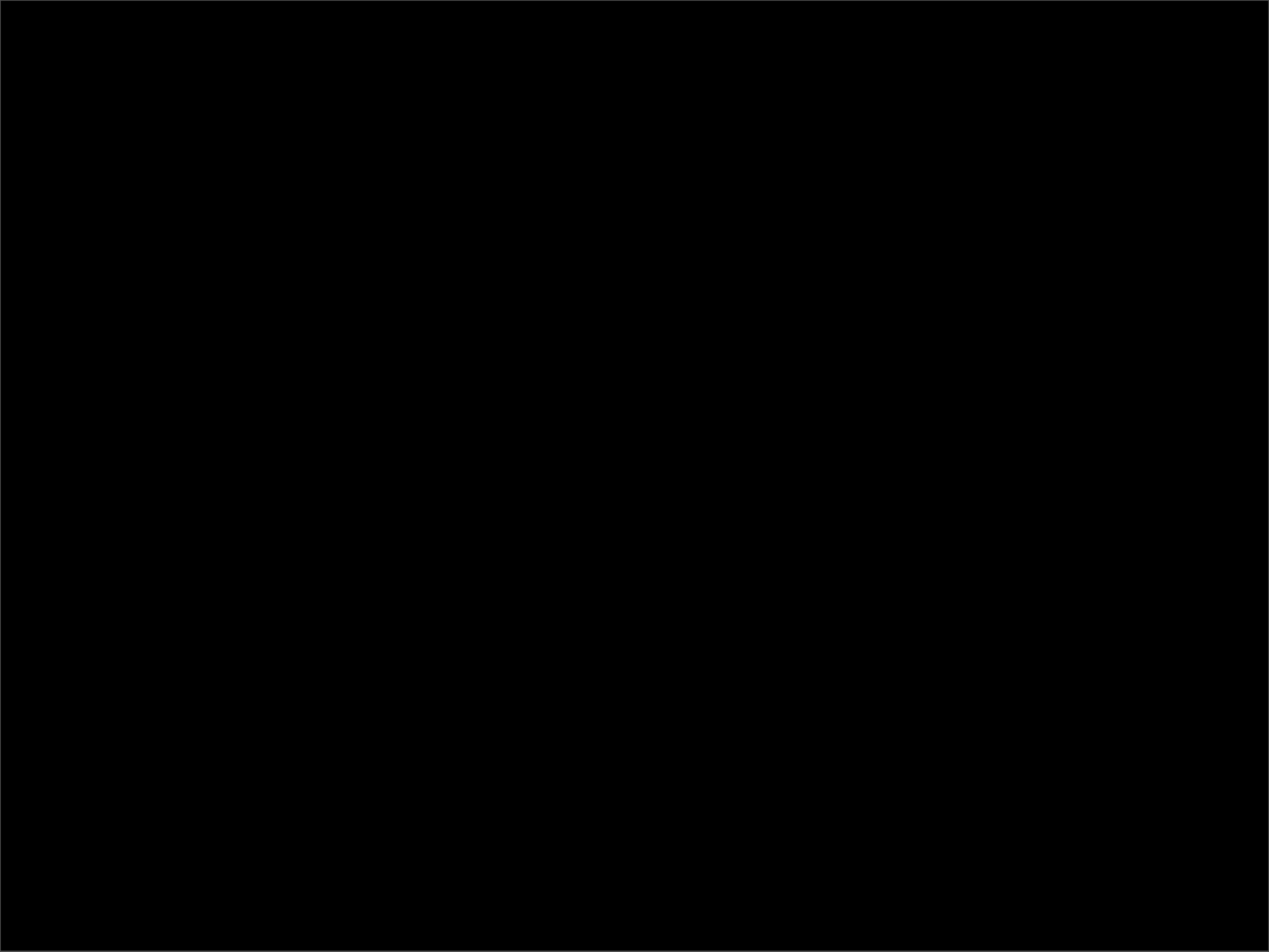
Jasper Johns Numbers in Color
is an American contemporary artist who works primarily in painting and printmaking.

ARTDESIGN

There is a line drawn by history, cultures etc. Going forward this division may be become more clear or blur further. What is important for you to understand is that this perceived divide exists. This in no way implies you must abide by it, but as you enter a profession you must understand and be honest about your motivations when making creative decisions.

DESIGN

Lets take a look at the various existing definitions of graphic design. We will start with Paul Rand. A designer we will discuss later in the class. He had a very specific take on the definition. The following piece features some of his work.



A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made.

New Oxford Dictionary

A plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made.

The art or action of conceiving of and producing such a plan or drawing.

An arrangement of lines or shapes created to form a pattern or decoration.

New Oxford Dictionary

An arrangement of lines or shapes created to form a pattern or decoration.

**The art or skill of combining text and pictures
in advertisements, magazines, or books.**

New Oxford Dictionary
Graphic Design

the art or skill of combining text and pictures in advertisements, magazines, or books.

Graphic designers—or graphic artists—plan, analyze, and create visual solutions to communications problems.

Graphic design is a creative process - most often involving a client and a designer and usually completed in conjunction with producers of form (i.e., printers, signmakers, etc.) – undertaken in order to convey a specific message to a targeted audience.

Graphic design is a creative process that combines art and technology to communicate ideas. The designer works with a variety of communication tools in order to convey a message from a client to a particular audience. The main tools are image and typography.

This definition is provided by the AIGA. The professional association for design. Which was known as the American Institute of Graphic Arts from 1914 to 2006.

PURPOSE

Richard Hollis the author of *Graphic Design A Concise History* does a good job of isolating the purpose of the artifacts that Graphic Design produces.

IDENTIFY

To say what something is, or where it came from.

INFORM & INSTRUCT

Indicate the relationship of one thing to another in direction, position and scale.

PRESENT & PROMOTE

Where the aim is to catch the eye and make its message memorable.

PROCESS

Another aspect of Graphic Design is that it can define a process.

CRITICAL THINKING CREATIVE THINKING

analytic generative

convergent divergent

vertical lateral

probability possibility

judgment suspended judgment

focused diffuse

objective subjective

answer an answer

verbal visual

linear associative

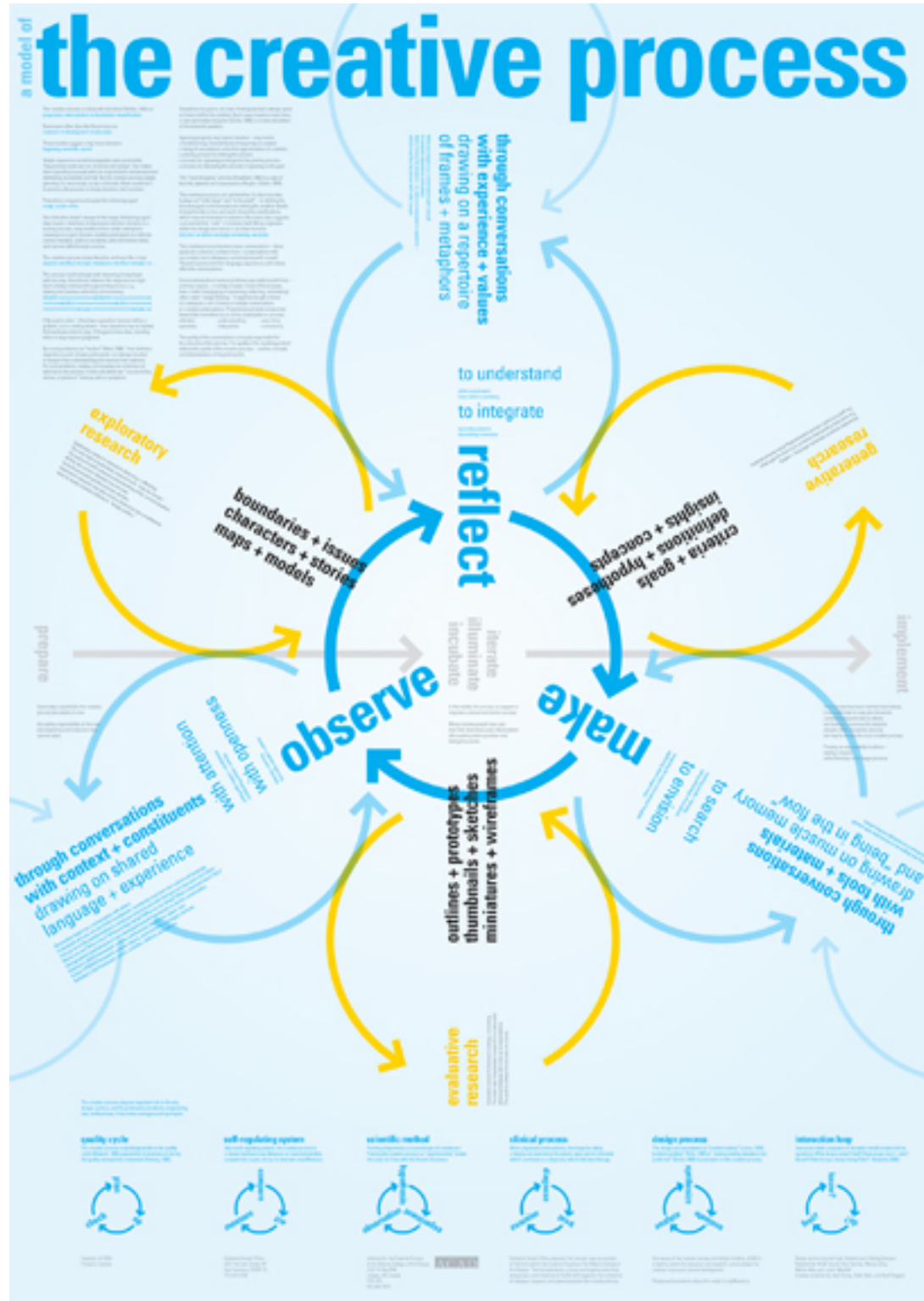
reasoning richness, novelty

yes but

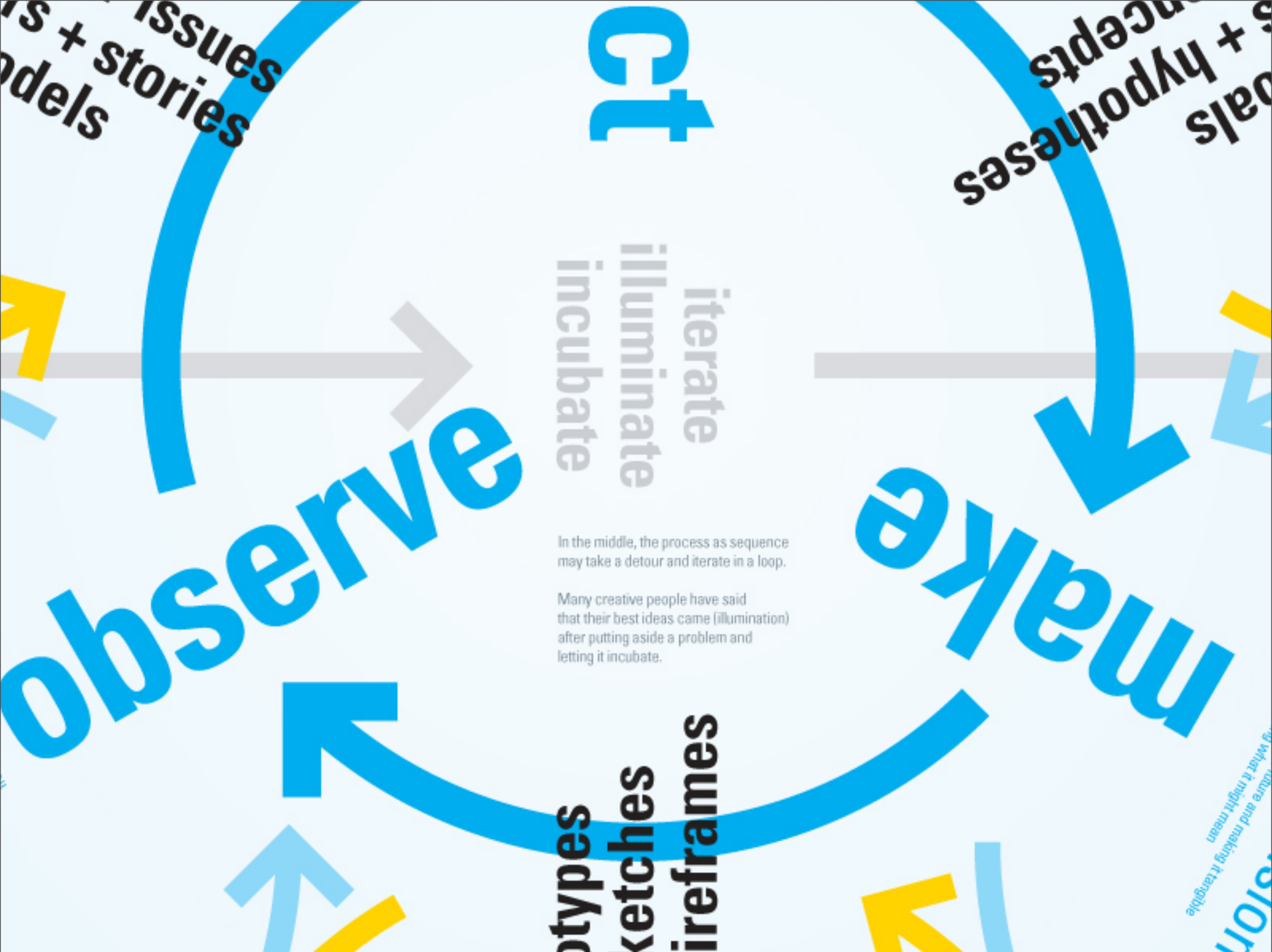
LEFT BRAIN RIGHT BRAIN

It is a way of thinking akin to a number of processes you may be familiar with such as the scientific method, but what makes this process unique is the need to jump back and forth between critical and creative thinking.

the graphic design process we use is cyclical. In part to make that cross over from creative to critical. to move back and forth between thinking and making.



This is a diagram is from the Dubberly Design office in SF.



Their description starts to describe the complexity of a well executed process in design. “The creative process is not just iterative; it’s also recursive. It plays out “in the large” and “in the small”—in defining the broadest goals and concepts and refining the smallest details.

evaluative research

Evaluative research intersects making + observing.
The main task of evaluative research is to determine
where prototypes fail to live up to expectations.
The goal is to keep the process on course.

scientific method

Forming a hypothesis is a special type of creative act.
Framing the creative process as “experimenting” shows
the close tie it has with the domain of science.



clinical process

When physicians meet patients, they begin by taking
a history and examining the patient; tests may be indicated,
which contribute to a diagnosis, which indicates therapy.

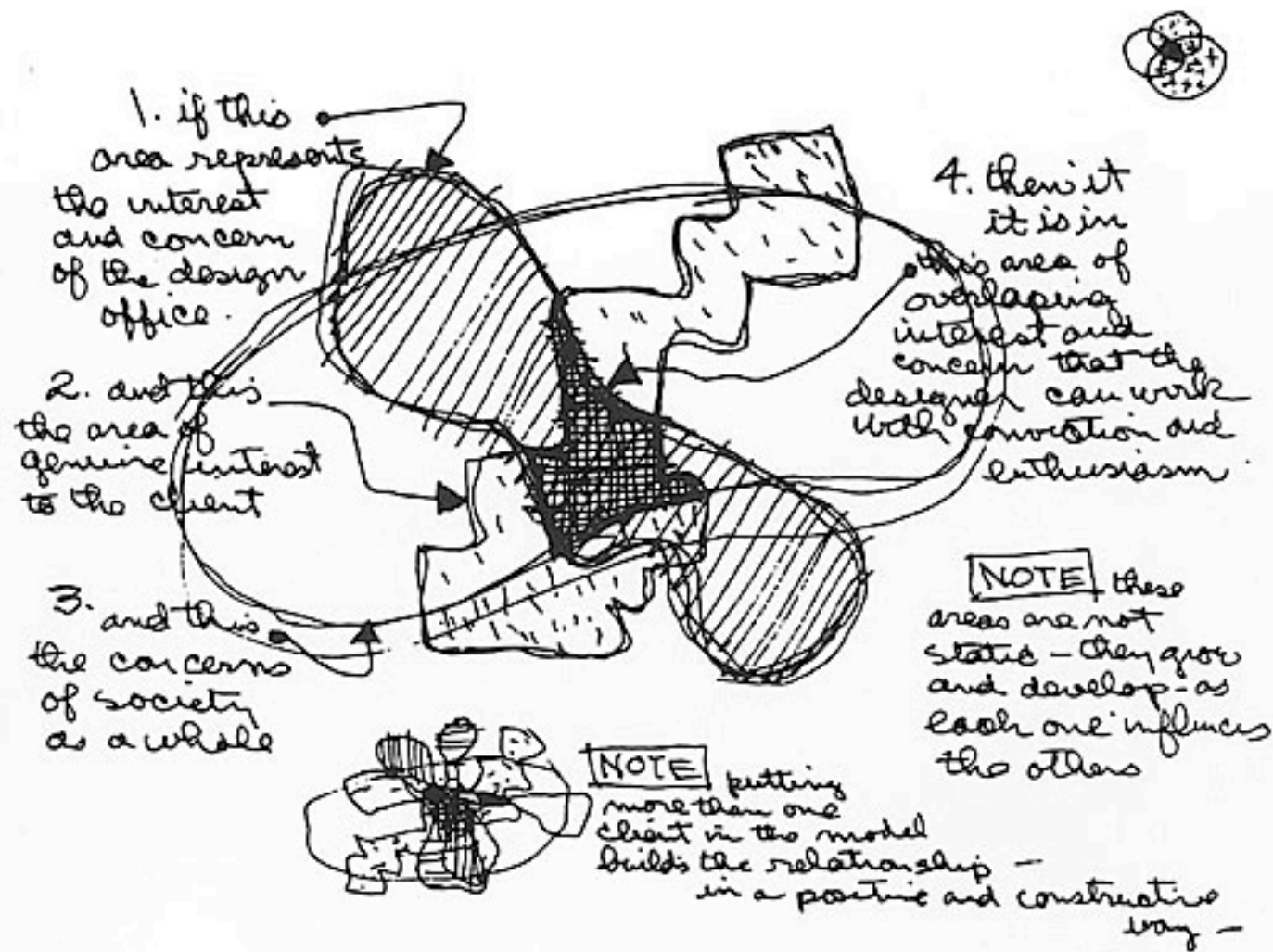


design process

The design process viewed as “problem solving”
“problem seeking” (Peña, 1987) or “turning existing
preferred” (Simon, 1969) is a variation on the creat



It branches like a tree, and each choice has ramifications, which may not be known in advance.
Recursion also suggests a procedure that “calls” or includes itself. Many engineers define the design
process as a recursive function:
discover > define > design > develop > deploy”



Statement of the Eames Design Process by Charles Eames for the Louvre Show, "What is Design," 1969

This is a diagram by Charles Eames about the design process. An important item to note is that it in no way implies that the designer is or should be alone in his or her thoughts while working. Not only must the designer consider the problem, they must consider the client, and society as a whole. All of this while attempting to balance the needs and wants of these various entities.

HISTORY

I want to close today with some comments on why we study history.

**History helps us understand people and societies.
History helps us understand change and how the
society we live in came to be.**

I pulled these points from the American Historical Association.
Graphic Design as an activity is intrinsically part of our society.
For you to forecast where your profession is headed you need to understand where it has been.

WHAT IS GRAPHIC DESIGN?

Give it another shot.