

Response to Hot-Wiring Your Creative Process

This article describes the general form of the design process in four steps; Predesign, Design, Develop and Implement. The article explains each of the four steps, shows alternatives to this creative process and explains the various strengths and weaknesses of this process.

The article brought up some intriguing points which apply not just to Graphic Design but also to Software Design (which as a Computer Science major I am more accustomed to). For instance, the article's descriptions of the Predesign and Design phases are nearly identical to the Design phase of Software Development. More specifically, before opening Photoshop (or some other graphic development tool) a graphic designer will sketch out their ideas and fully examine the situation. Similarly before opening a programming environment, a software designer will sketch out their ideas (possibly quite literally as in class diagrams) and examine the software requirements to fully understand the situation. The similarity between the creative process involved in graphic design and the process involved in software design was very interesting.

The article brought up another point which I found very applicable involving the number of creative assets to require someone to produce. The author says that his students are required to create their assets in multiples of three (three logos, nine mockups, etc). The author mentions that many students immediately are opposed to the assignment saying they have the perfect idea and shouldn't have to create any more. I had this same hesitation, ironically, for an assignment in this class: the environmental collage

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assignment. At first I was opposed to having to create three separate collages since I had one idea I liked and could not think of any others. After creating the first collage I found that I had more source material and better ideas for the other collages. In the end I liked my latter collages better than my first so-called best idea. After reading the author's description of this phenomena and thinking back on that assignment I would agree that it is a useful technique.

This article highlighted many interesting points most if not all of which can be applied to other fields such as software design. The overall guiding principals described throughout the article are intriguing and useful. After reading the article I would agree with the author's suggestion to use these principals so long as one notes the pros and cons to using them as described at the end of the article.