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ANDREI SERBAN DIRECTED BY
CENTER FOR THEATRE STUDIES
AT COLUMBIA UNIVERSITY
HRE
LA MAMA E



Graphic Design Thinking : Beyond Brainstorming Ellen Lupton

Visual Brain Dump

01 Start sketching.

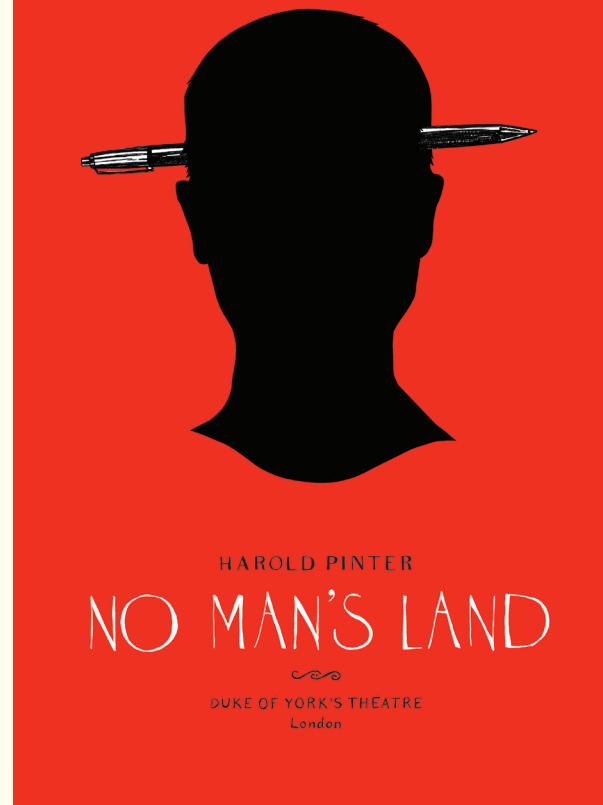
After defining the basic purpose and parameters of your project, get some paper and a pencil and start making quick, small drawings.

02 Set a time limit. In a twentyminute period, shoot for at least twenty sketches. Put many small drawings on each page so that you can compare them.

03 Keep moving. Rather than erase and refine a single sketch, make alternative views of the same idea. Review your work and choose ideas to pursue further.



Blue Is The New Black. Students in a sophomore-level basic design course were asked to create a poster for a lecture about why contemporary women report being unhappy, despite all the apparent economic and social gains they have collectively achieved over the past several generations. Each designer made dozens of quick sketches about the lecture's theme before developing concepts visually. Design: Kimberly Gim.



No Man's Land. In a workshop led by Luba Lukova, designers developed sketches and finished posters for a production of *No Man's Land*, a brooding existential play about some drunken and confused literary types spending a long and terrible night together. Design: Virginia Sasser.



Design Challenge: Brain Dump

Sketch ideas in 30 minutes aim for 20 ideas.

