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Topics in Graphics

Creative Process Reflective Essay

What is a creative process? It’s simply a creative idea or thought transformed into a final product or project. Every creative has its different way of coming up with a concept and at times creating a genius one. What makes these concepts unique is the designer’s perception and expression, which no two designers have the same. According to Elizabeth Gilbert, “it’s hard to reach a successful genius point in design as a creative and not reach this point again.” This often is the stress and pressure a creative is under due to trying to reach perfection or genius the first time but unfortunately most of the time a designer will have to research or look for inspiration in order to make a concept evolve. At times it won’t evolve at all and the creative will change the concept completely, this is still part of a creatives thinking process. As a creative student I often strive for genius on my projects in order to make an impression on an ad agency I would like to work for, an agency that’s works on projects that I also am interested in. According to Stefan Sagmeister, he pursued and received happiness in design when his,”clients have the money to pay and have an attachment to the same project as he did.” As a designer, that’s my ultimate goal, to do what I love while getting payed well.

I’ve fell in love with design in elementary school, specifically in the fourth grade. I created a pastel art piece for an assignment and it became picked for the school show. It wasn’t till then that I realized how I much enjoyed seeing others appreciate my work, especially something I truly enjoyed creating. It’s then when I surrounded myself with anything that involved art. Ranging from elementary paintings and drawings to high school photography, video/ broadcasting, designing senior T-shirt’s and coordinating and crating my senior proms theme. It wasn’t till college where I realized what a good project consisted of which is a well thought out creative process. My creative process now is based off inspiration and research. In order for me to come up with a concept I usually become inspired by my environment, experiences, or from other great designs online.

At times I just think of an idea from out of the blue, completely random without even looking for an idea or inspiration. Surprisingly some of those random ideas have turned into some of my best concepts along with research to support it. When the idea doesn’t come randomly it may come from inspiration but more times then often I become stuck in a blank space where I can’t find a way to make the idea evolve so I’ll just get rid or it and look for a inspiration for a new concept. This alone takes a really long time for me, which becomes to first frustrated point in my creative process. During this point I just do constant research, doodles, thumbnail sketches, and look for inspiration until something comes to mind. If the process doesn’t lead anywhere ill take a break and come back to it a later time. As Elizabeth Gilbert stated, “Do what you do, and the rest will come.” This is very important because as a creative we feel we need to create greatness immediately, but in reality we just need to do our very best. Know that what we have put forward is our all and if it isn’t good enough, then it’s another experience to learn and grow from. This sounds very similar to Stagmeisters statement, when he said, “worrying solves nothing!” He’s absolutely right, why stress over something you cannot control, if its something you can improve or fix then try your best but if not then it’s a lesson learned.

In conclusion, these designers are making it known that finding your own path isn’t simple and that it’s just a matter of learning from your mistakes and taking it a step at a time. Enjoy the process and give yourself credit that you have tried your best all while exploring new ideas. As a designer you never know where you will end up but just go for it and keep taking leaps.