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Writing Project 1: The Design Process

COMD1100

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These two design videos I found very interesting. I just love how these authors come up with their design ideas. In the video “The Art of First Impressions in Design and Life”, Chip Kidd talks about the concept, ideas and design thinking he does to create a visual piece.

In Chip Kidd’s design process, he thinks about the two words clarity and mystery. Clarity is when something is clear, it gets to the point and is blunt. Through the use of clarity, the subject of the artwork or object is clear without any excess thought process or examination. In contrast mystery is more complicated and needs more thinking and needs to be coded. Through the coding the meaning and message is made clear and known. In his design process he combines both aspects: mystery and clarity to make a defined and great project.

In combining both mystery and clarity he creates a visual vernacular. A Visual Vernacular is a way of making something look like something else, or mean something that doesn’t. In his design work it would mean taking an aspect of something and applying it to something different so the meaning changes and the clarity becomes clear. This is seen in his cover design for the book by David Sedaris “All the Beauty you will ever need”. Kidd thinks about where he has seen such mystery that holds great clarity, and decided to go with fortune cookies. However, for the cover he doesn’t use the whole cookie rather the paper. The finished design is a beautiful clear book cover.

His process of thinking was so profound and the product of this thinking was so beautiful that I will try to use this type of design thinking to apply it to my designs. The second video that we had watched in class was “Intricate Beauty by Design” by Marian Bantjes. In this video she discusses her design process and how she uses repetition and different materials to create a great design piece.

In the video Marian Bantjes explains how she goes over the expectation by creating beautiful designs from different materials. The list is glitter, feathers, fur, flower, macaroni, sugar, fabric, graham crackers, tinfoil and leaves /plants. For her designs she wants to evoke the feeling of surprise, wonder and awe. Through the use of these her ego is portrayed in her artwork. She explains if how you can take a pattern and use darkness or variations to create a clear message from the pattern. I found her work on Saks to be amazing how she uses elaborated designs to say a word; and how in her designs the word seems to create the picture of what is being said. I would use her designs in my project due to bring more emphasis.