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Writing Project 1: The Design Process

COMD1100

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       With a visual representation of designs, both designers Marian Bantjes and Chip Kidd come up with unique designs with special creativity and useful techniques. Additionally, their designs don't only demonstrate creativity, but as well as a clear understanding of their artwork and its functions.

       Chipp Kid, a book designer, talks about the fundamental techniques that he believes can portray an easier meaning towards anyone. With clarity and mystery, Chip Kidd demonstrates how redesigning an unclear design with an unuseful mystery can still lead to the final result of a beautiful and clear design. Mystery, on the other hand, is meant to be coded, signifying that thinking is involved more rather than understanding automatically the meaning. For instance, Chipp Kidd demonstrated how after some time, the NYC meters have huge importance by showing clarity as to when one can cross the street without being overrun from cars, whereas, mystery involves complications when understanding an image. Clarity has significant importance for everyone and with an addition of mystery, the design is given a true piece of art.

       Furthermore, Chipp Kidd gets his ideas by establishing his method of clarity and mystery. By figuring out how the cover of the book looks a certain way, Chipp would decode the cover into a simpler image. By doing so, the readers can feel more attention towards the book. Sometimes even the simplest design can show a deeper meaning.

       Marian Bantjes, a graphic designer and typographer, has done many designs that involve personality and her interests in creating her designs. By doing so she uses materials such as sugar, macaroni, flowers, fabric, tinfoil, and plants. Using her different materials, she uses patterns and systems in which she likes to surprise her audience. To create her design motto, she would use abstract and regular patterns to form letters and patterns together. After watching these two videos from "The art of first impressions — in design and life" and "Intricate beauty by design", the words I had learned were, venacular, mundane, and heresy.

       Throughout Marian Bantjes work, she creates beautiful work, but the artwork that stood out the most to me would be her imaginative visual work to create designs for stores. As she mentions, "truly imaginative visual work is extremely important in society.", it is, in fact, true, the designs are used for society, and therefore, when she designs her designs for stores to make their store stand out, she adds imagination with inspiration to create an amazing design. I would most definitely try to use some of her techniques in my project because behind her artwork there's a meaning to it, and that's what I want to do with my project with an addition to create a pattern as well.