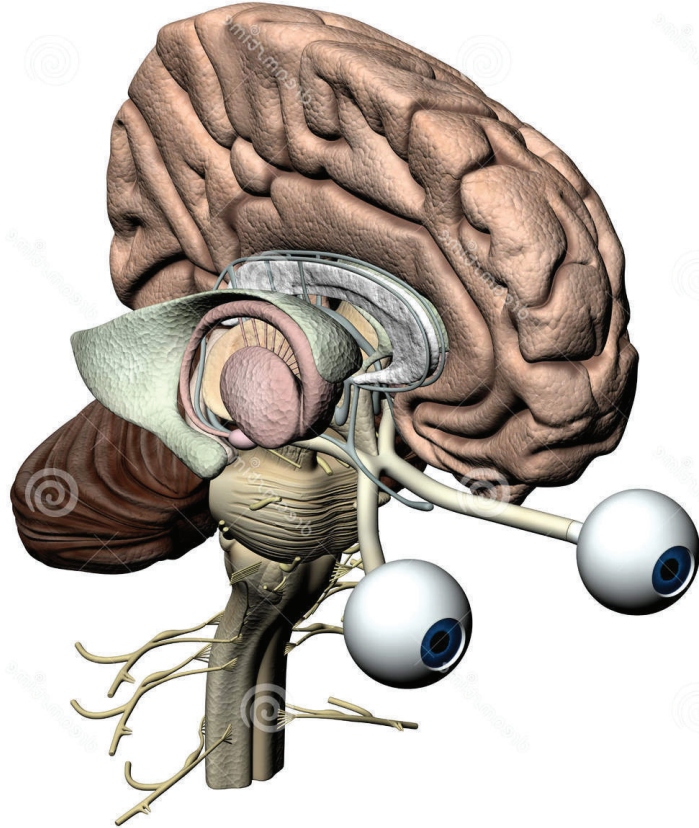


Research & Understanding



RESEARCH DRIVEN DESIGN

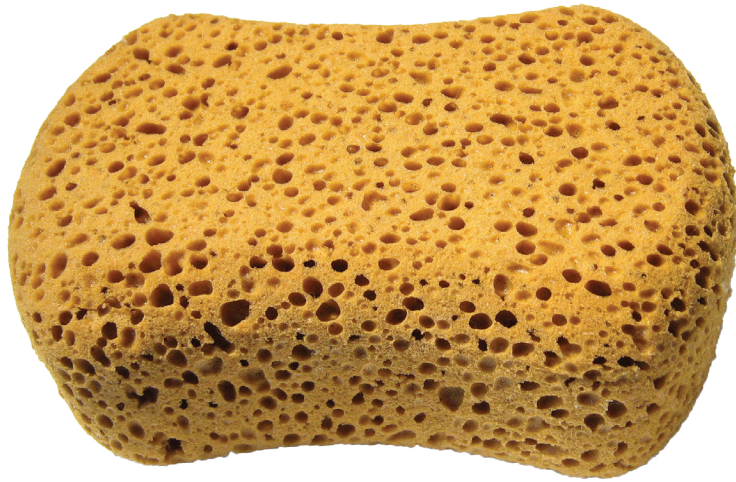
- Define an audience
- Support a concept
- Advocate for an aesthetic
- Expand the conceptual possibilities
- Lead to an effective design solution



READ, READ, AND READ AGAIN.

All good design work begins with thoughtful research. That research begins with understanding the content—whether it be to David Sedaris’ story or to your client as they explain their needs.

Understanding a client’s need, preferences, and market is essential to creating value through design. As such, a designer’s ability to gather valuable research is as important as the ability to design a memorable and successful identity or develop a complex user interface.



BE A SPONGE

Soak up all of the information you can about your project. Your brain should be swelling with new information.

Soaking up information in the understanding and research phase will serve you in the sketching phase. All of the new information swirling in your head will come out in the form of conceptually strong ideas.



REFLECT ON PERSONAL EXPERIENCES

You and your life experiences are what can add uniqueness to the design outcome. By being alive in the world, your brain is making new connections every day which can reveal themselves in your work.

Seek out new fodder for your creative endeavours by living with your eyes open to new experiences and information.



EXPLORE NEW TERRITORIES

Be curious. Let the information trail lead you to new places. You will learn new things in the process which can lead to great design ideas. It also adds to your knowledge base that can be used for parlor tricks and future projects.

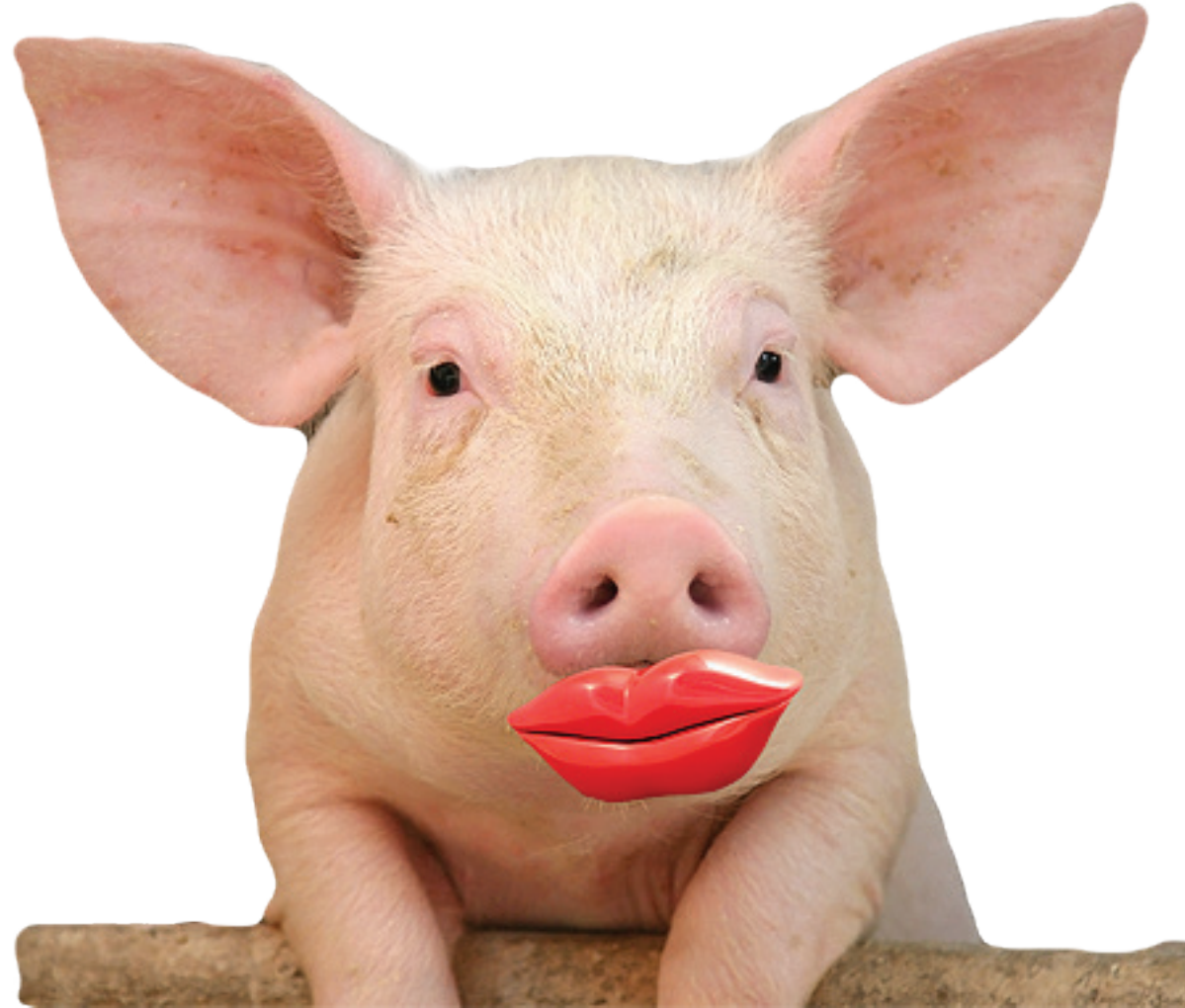
Each creative endeavour brings with it opportunity for learning and expanding your knowledge base. Take advantage of it.



COMPILE A REFERENCE LIBRARY

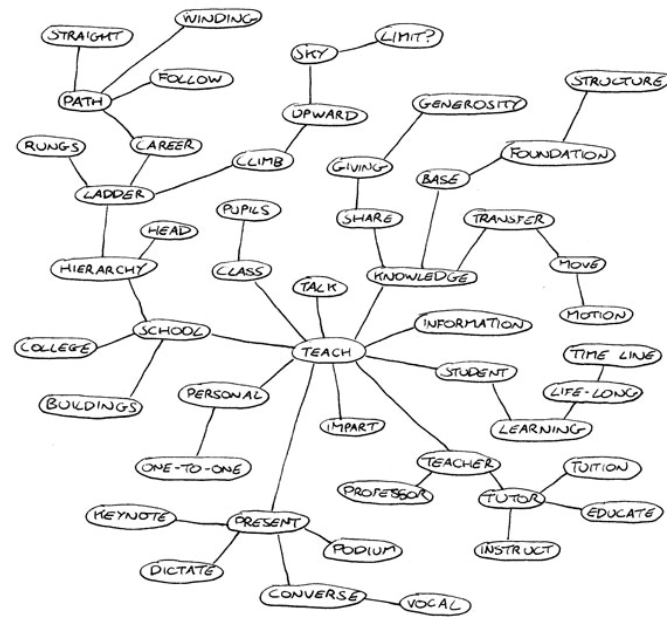
Gather images, writings, and notes that you can reference while sketching. Having them in a tangible form allows you to keep them within arms reach as not to interrupt the creative flow.

**Without research driven design,
we are simply putting lipstick on a pig.**





Mind Mapping

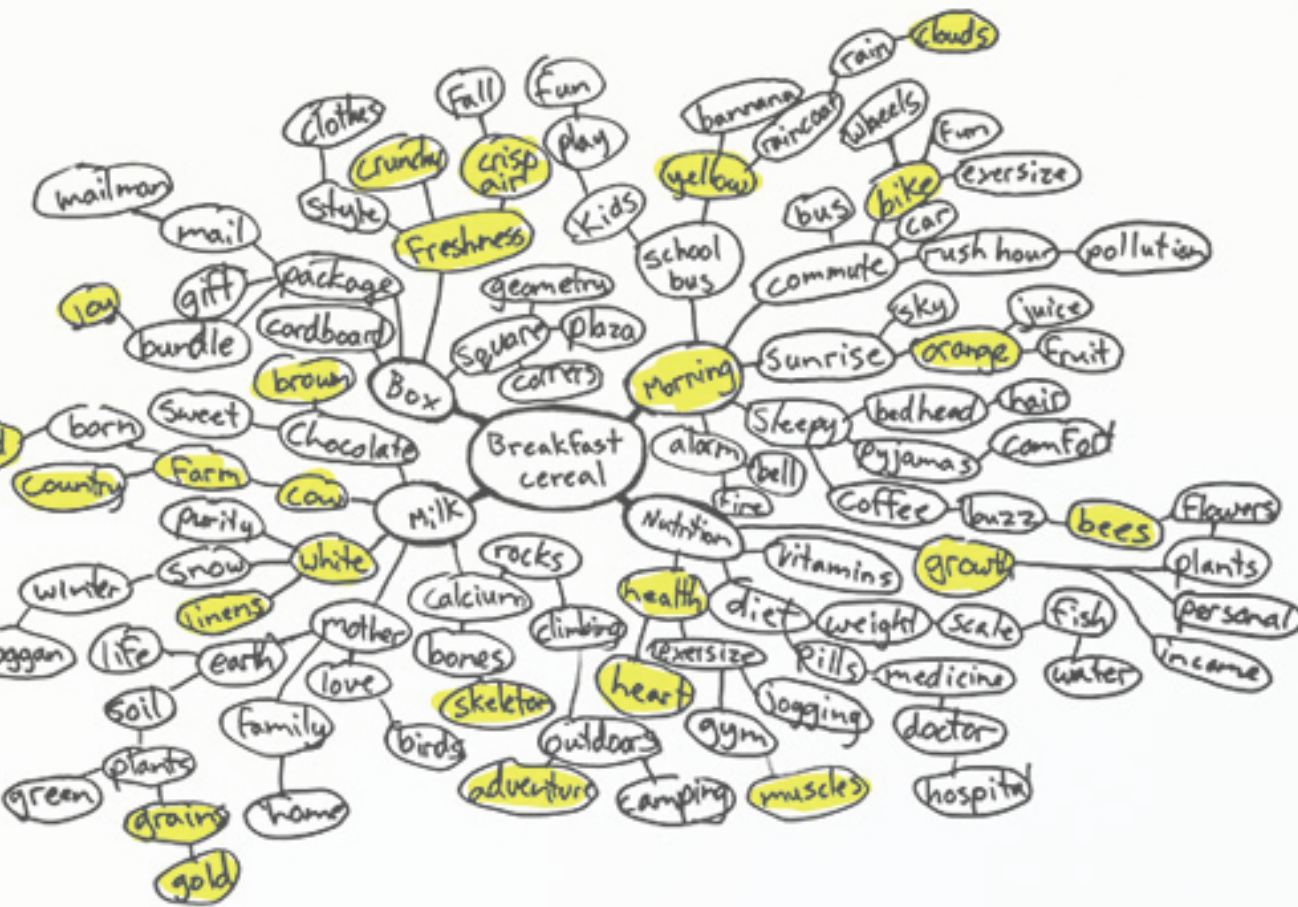


WHY MIND MAP?

A mind map is helpful in:

- Collecting your thoughts
- Generating ideas
- Getting into a creative groove
- Associating words with images

Using a mind map can help you consider as many different design directions as possible at a stage when they're most needed. It's a relatively straight forward process of word associations. You write a word that is central to your project and branch out from it. The idea is to form as large a thought cloud as possible, giving you a strong tool to refer to when it comes to the next stage—sketching.



MAKING A MIND MAP.

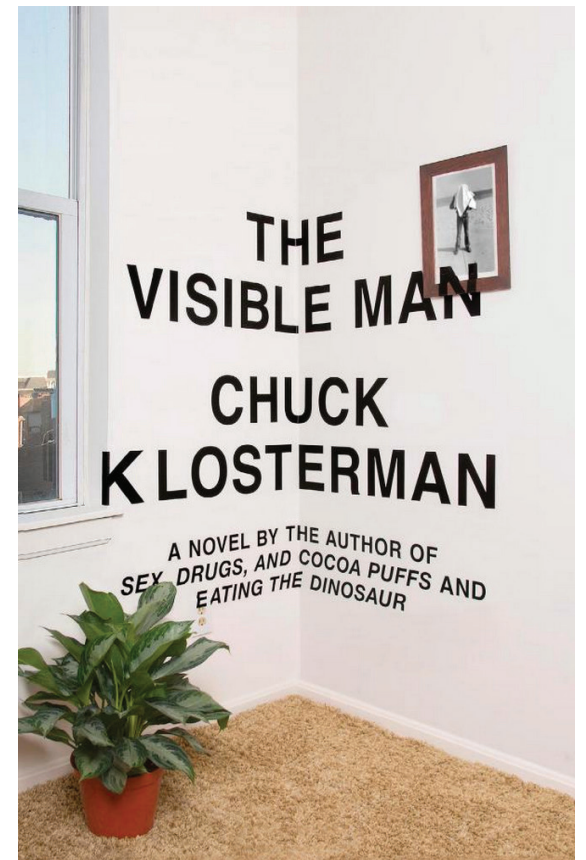
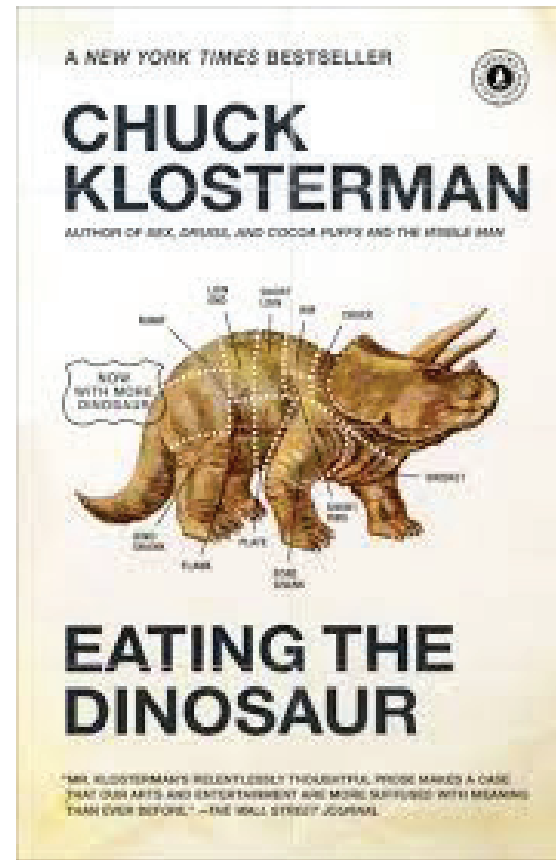
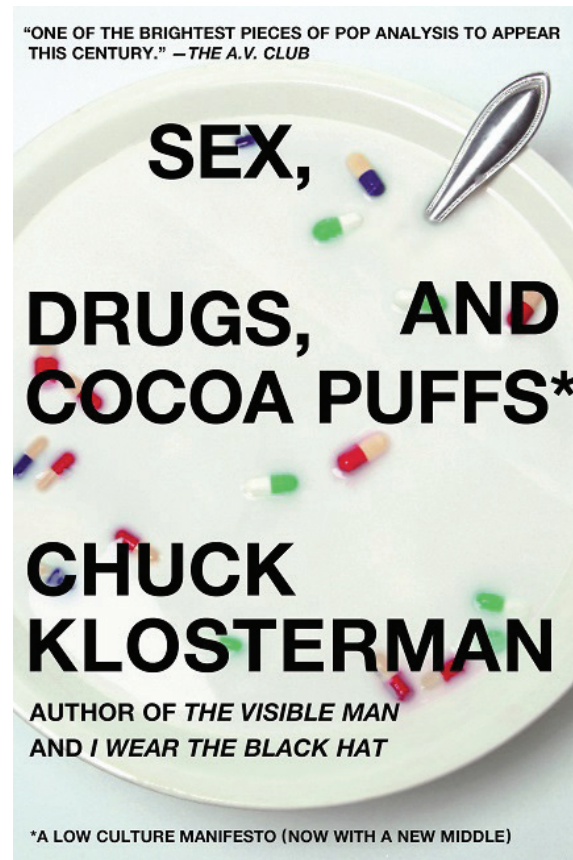
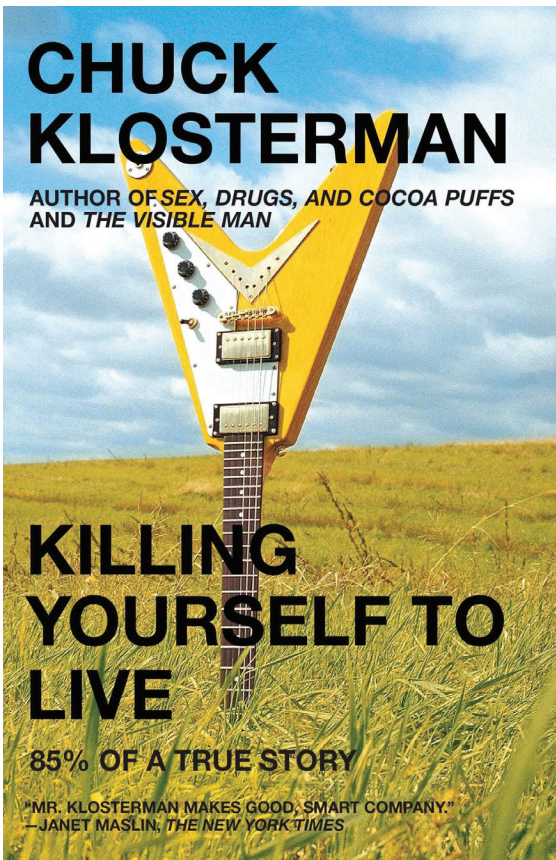
Grab a sheet of paper and your pen or pencil and put that first word right in the middle of the page. Now circle it and write down the first word that comes to mind. It can be a synonym or it can share some association to the central word. You'll write down each word in a concentric circle around the first and then draw a line to each from the first word. Continue to grow your mind map and find new connections and ideas.

Paul Foreman *Idea Creation*

Everything stems from a thought ▶ Every thought is a word ▶ Every idea is a thought ▶ Every word is a potential idea ▶ Every image is a potential idea ▶ Every thought is a potential idea
Good thoughts come when bad thoughts stop ▶ Good ideas come when bad ideas go ▶ You flick your brains switch to 'on' when you stop over-thinking ▶ Once you still the mind ideas come ▶ Patience allows time for ideas to evolve ▶ Preconceived notions only breed preconceived ideas ▶ Stressing for answers brings stressful results ▶ Stretching your mind is effortless and simple ▶ Saying: "I can't think of anything" Really means: "I think I can't think of anything" ▶ Ideas don't dry up—thoughts do ●

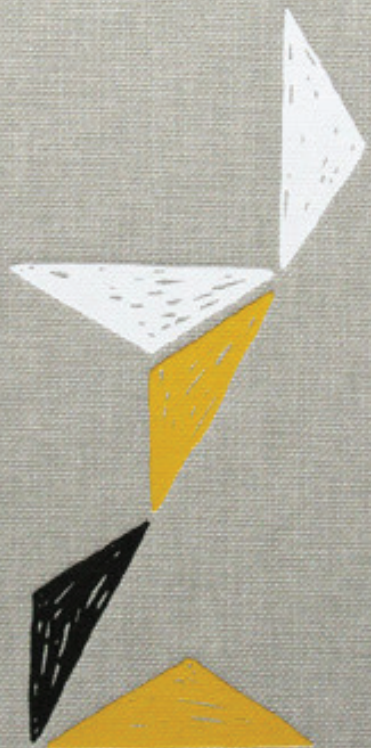


Paul Sahre



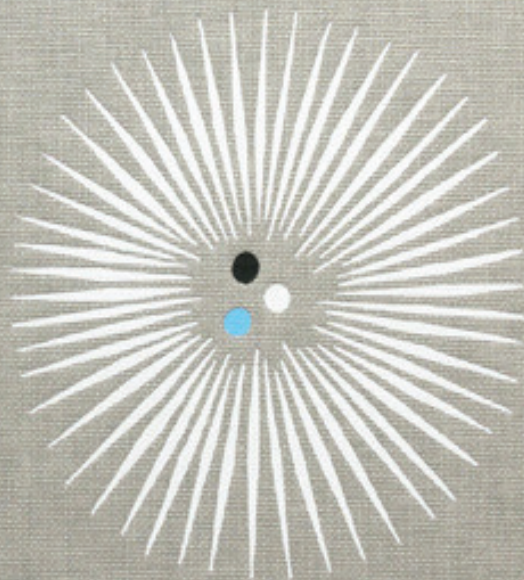
The Tipping
Point

Malcolm Gladwell



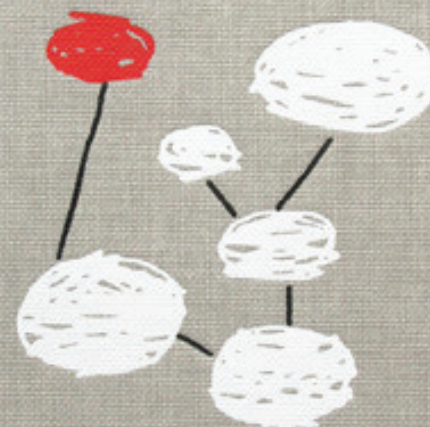
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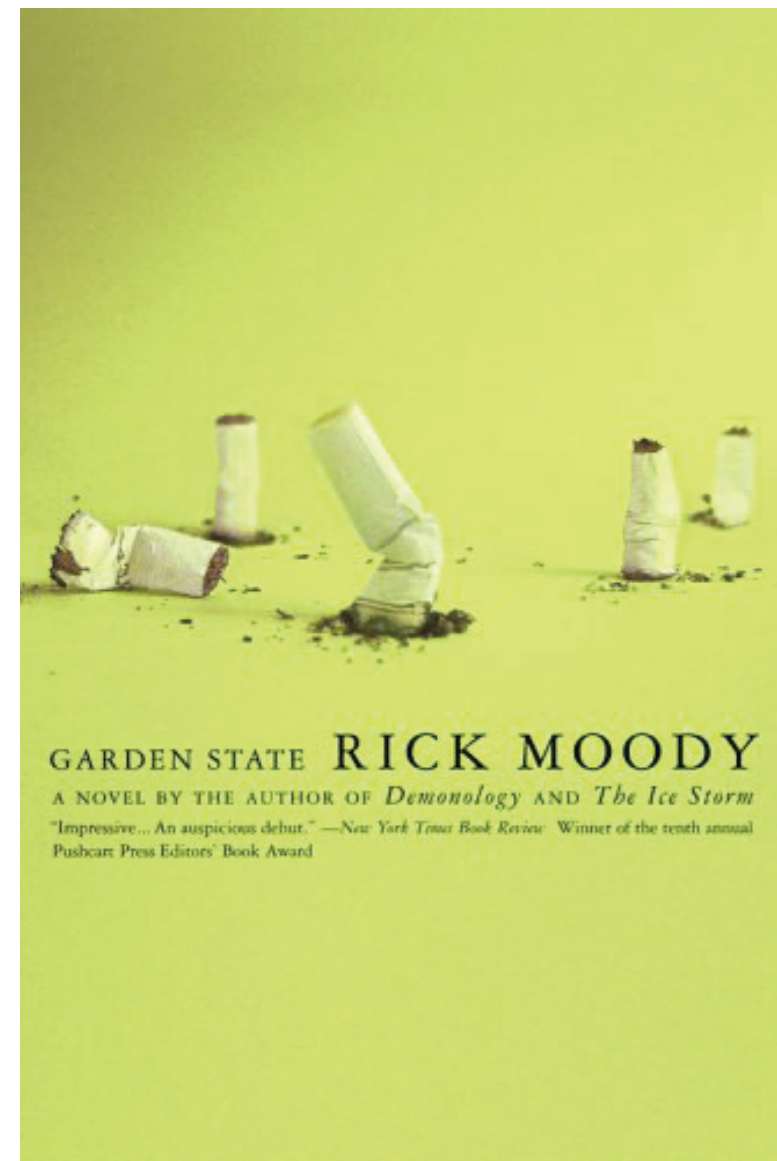
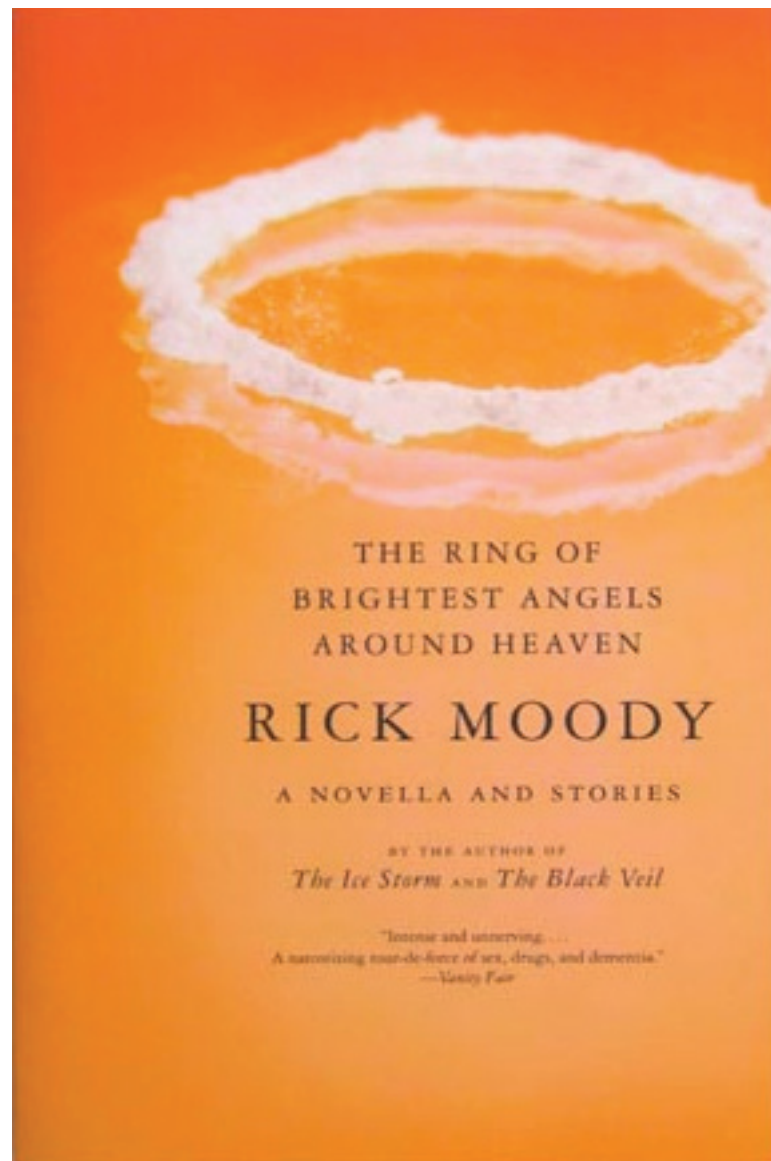
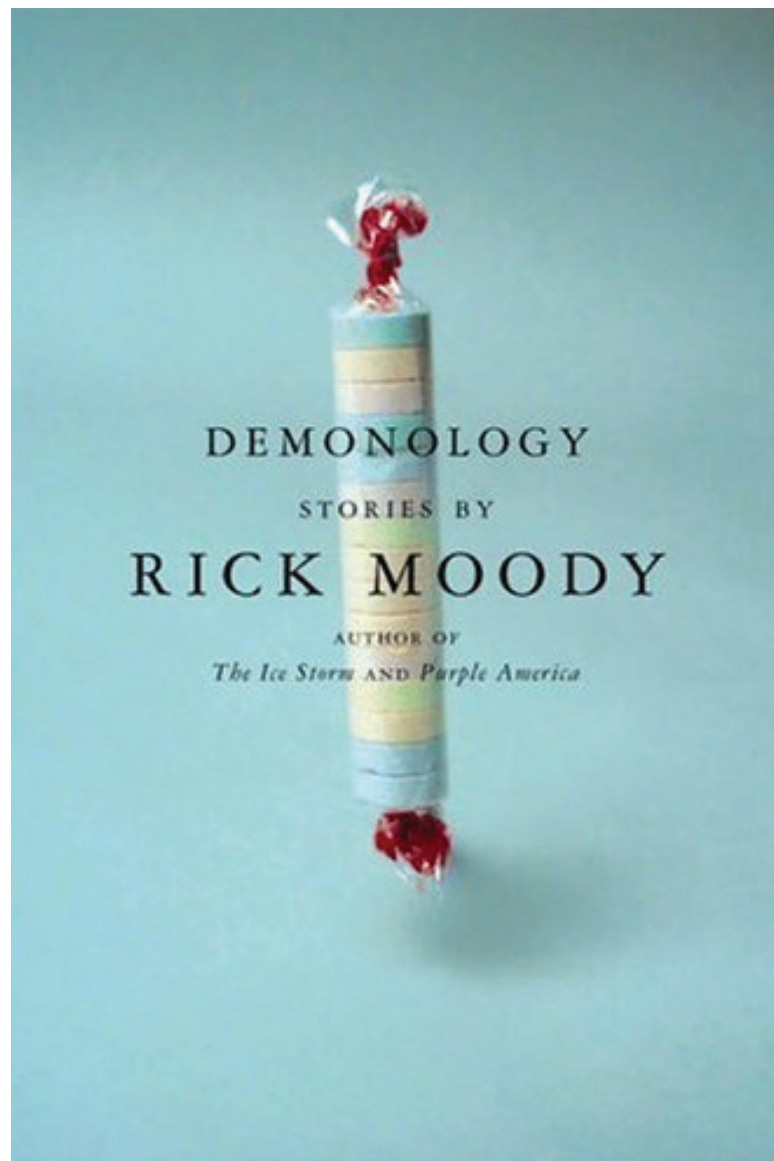
Malcolm Gladwell

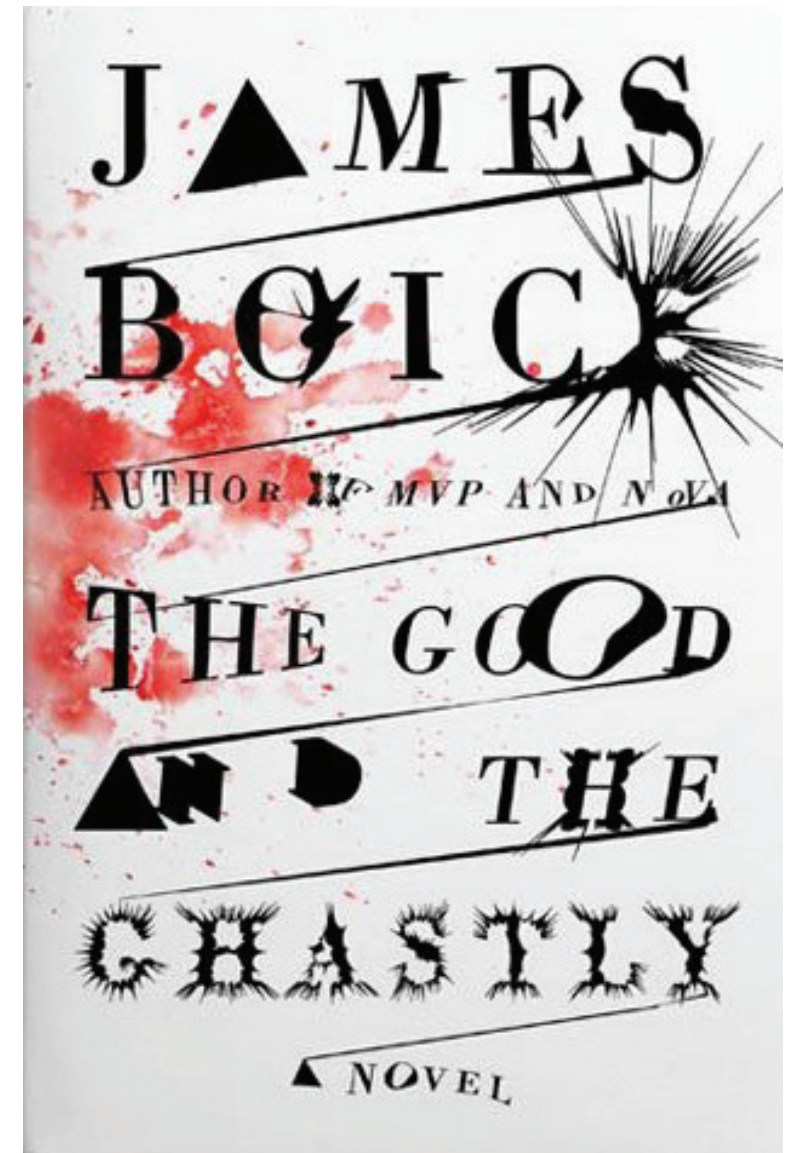
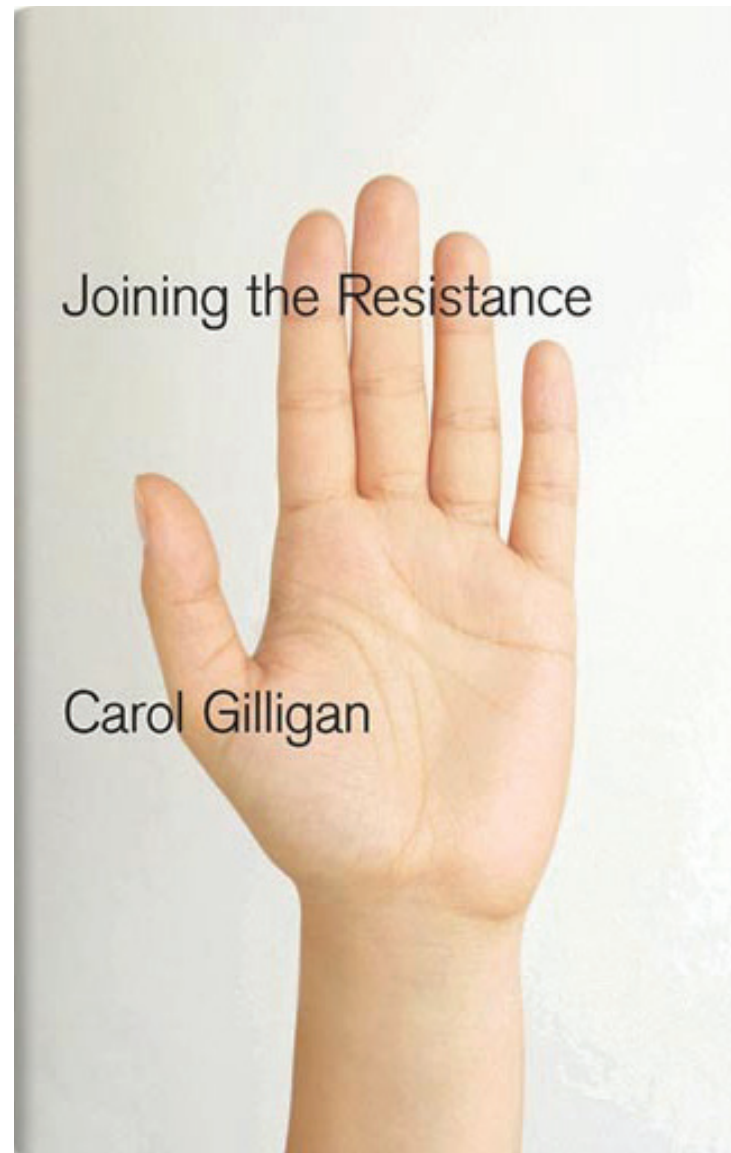


Outliers

Malcolm Gladwell









[WATCH A VIDEO >](#)



