



My Design Philosophy

A Visual Essay

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DES 300: Design Process

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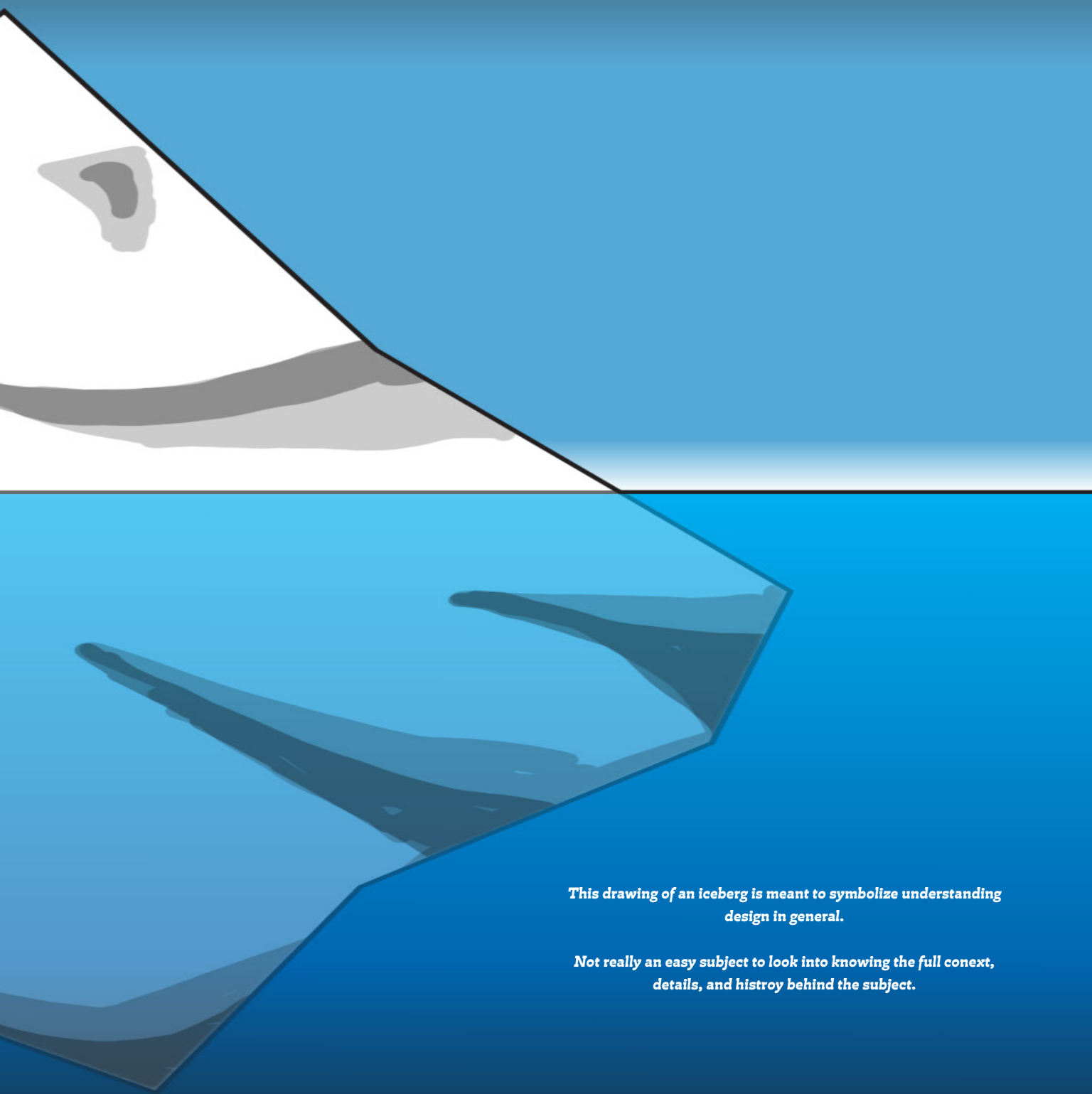


Introduction

When it comes to creating design, you must understand the premis of design in the first place. learning about it isn't as simple as simply drawing something with shapes and lines and call it a day.

To truly understand design is like trying to view the entirety of an iceberg. It may be easy to look at in the top of it, but the lower you go, the more you realize there's a lot to understand about.

The deeper you go, the more unquie, "obscure" techniques can be learned about and understood. From Gestalt's Methods, that include multistability & repitition, to historical design ideologies, like Neo-Primivism or Counter-Culture.



This drawing of an iceberg is meant to symbolize understanding design in general.

Not really an easy subject to look into knowing the full context, details, and history behind the subject.



***Practicing Art is like a sunrise:
“Dim At First,
Gets Brighter As Time Passes”.***

My Enjoyment Of Nature

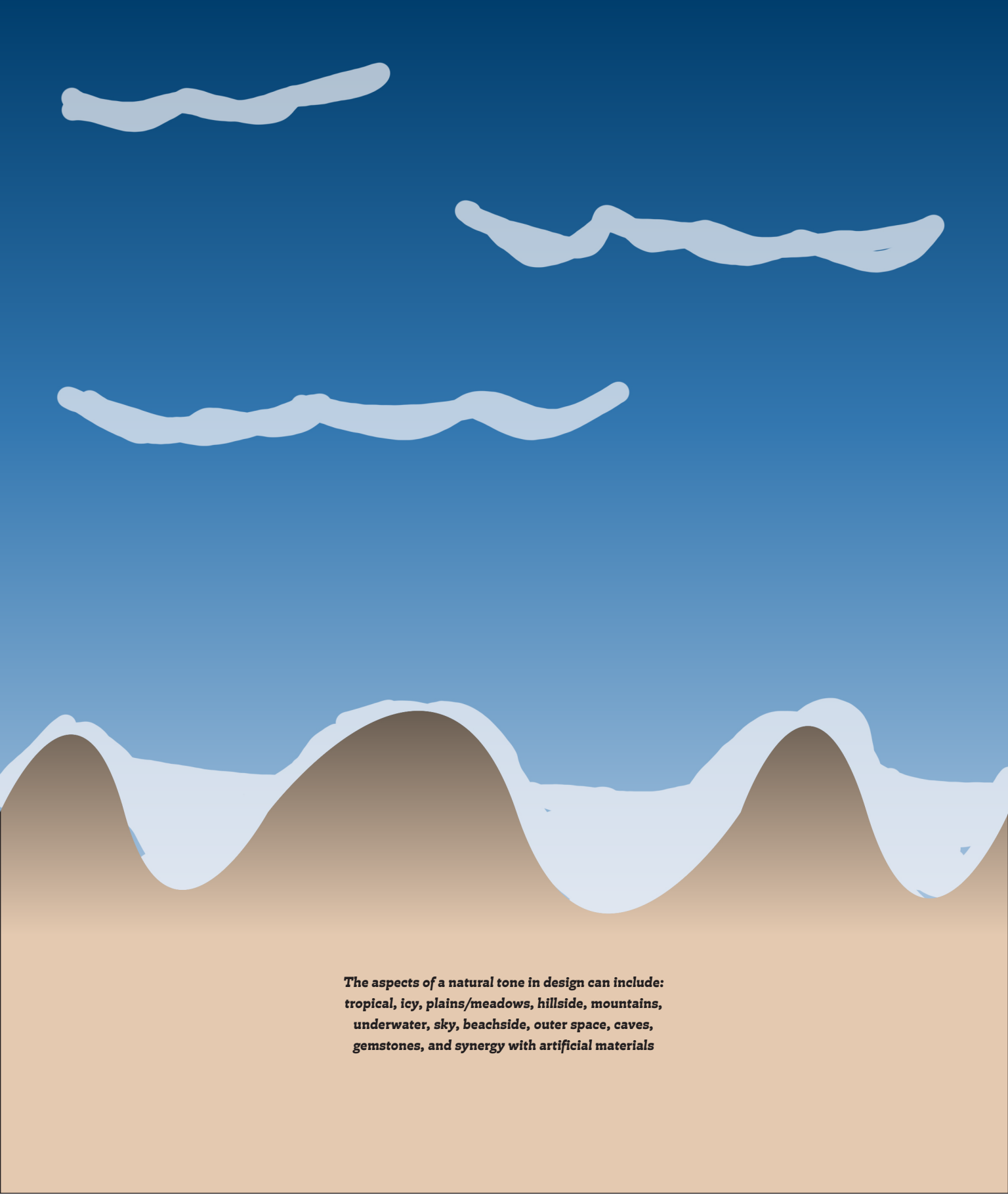
Whether with emergence, where the many fine details in the simple design, to multistability, a play on visual aspects of the design, my design philosophy is based on the idea of synergizing with nature.

With my experiences in enjoying nature, I thought of a way to add some love to nature (not complete neo-primitivism, but a way to enjoy nature through works & crafts).

Even in products, I would love to enjoy designs to add a sense of natural tone to the piece, either in the background or foreground.

My Definition in Design Vocabulary

- **Design Process** - a method where a designer and/or their group create designs through iteration, thinking, sketching, and skills.
- **Design Skills** - a set of abilities a designer can have when designing. There also has to be *soft skills*, where a designer uses their skills that synergizes with others
- **Design Thinking** - a process where the designer thinks of design ideas with their own & past design philosophies and experiences.
- **Design Sketching** - a method where the designer creates some drawings to get an idea of what the design would look like.
- **Design Iteration** - versions of the design that both show progress of the design and help inspire the designer to improve on their craft.
- **Design Value** - a value in design where it shows ethical & effort in the design
- **Ethical Design** - a form of design that can be inclusive, or appropriate at the time
- **Design Purpose** - the purpose is that to help instruct/tell a message to the intended viewers



**The aspects of a natural tone in design can include:
tropical, icy, plains/meadows, hillside, mountains,
underwater, sky, beachside, outer space, caves,
gemstones, and synergy with artificial materials**



*I do enjoy works that can have both
artificial and natural aspects
synergizes with each other, giving a
natural bond between man and nature*

Importance Of Design And Its Aspects

- Reiterating can help the designer get ideas how to solve the shortcomings in the design
- **User Evaluation**, the process of having the design peer-reviewed by participants, can help find any downsides in the design and the designer can help find solutions in the design
- **Desirable Qualities**, aspects of the design that have viewers enjoy the appearance of the design, can help inspire the designer in knowing how to find a design appealing
- Gestalt principles can help the designer get an idea of allowing the designer to create a coherent, structured design
 - **Law Of Pragnanz/Simplicity** - Helps a designer create a complex design, starting with simplistic shapes
 - **Closure** - Allows the designer to create/imply a shape without actual closure
 - **Symmetry & Order** - Helps create the design an even structure
 - **Figure/Ground** - Allows user to show the subject and background of the craft, with positive elements and negative space
 - **Uniform Connectedness** - Help give ideas how to show connected between two subject
 - **Common Regions & Proximity** - Helps with placement and spacing of the subject between each other
 - **Continuation & Common Fate** - Helps create a flow in the design, from start to "destination"
 - **Parallelism & Similarity** - Gives a consistent look & pattern to the design
 - **Focal Points** - Help the designer add points in the design where the viewer can focus on
 - **Past Experiences** - Can have the designer help create a design based on the designer's experiences
- Sketching can help the designer get an idea on how they want to develop their ideas.
- **Design Knowledge**, a designer's experiences and understandings of the design subject, can help as it can give, at least, a new perspective in designs.



This collage/collection is a project of my progress in making a product of a snack meant to fit the idea of a small, compact snack that meant to energize someone throughout the day. Sure, the design is still needed a lot of work, but there has been many design changes and eventual final design meant to appeal physically and compact enough to appeal to this issue.

More Personal Definitions & Their Importance

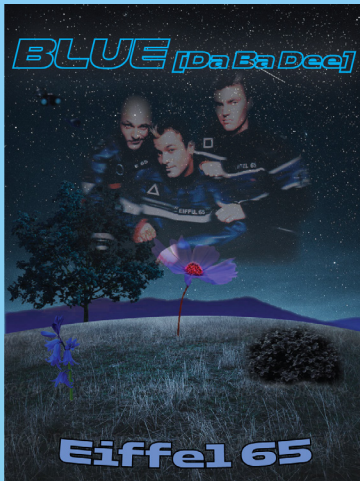
- Communicating Design Processes help give context to how the design was created
- Design is often considered as "trial-and-error"
- **Failing** within the design process means the design has a large amount of issues with the design. Even if a design fails, it help teach the designer to both improve upon their current design and how to improve upon their future project
- A **user** is someone who usually uses a product from the designer. In a designer's perspective, the **user** is a sort of goal the designer needs to meet to aid in the users' problems
- **Values** of a design can be how well the designer utilize the philosophies to create a new design.
- **Values** of a designer is how well they help inspire many and shape the philosophies & the community around them
- **Forms** are physical attributes of a design that are the main focus of the design
- **Aesthetic** is the attractive appearance attributes of the design
- **Usability** of a design's utility and how versatile the design is.

Personal Goals

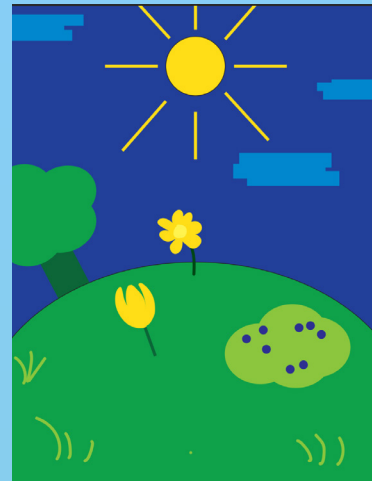
I seek to be a designer as I wanted to understand designs a lot better and even create good designs that can help out many people.

When I do become a senior designer, I want to continue designing to help many people, while improving on my viewpoints and style when designing.

My Works In My Design Classes So Far



Poster, Album Cover, & Postcard For Eiffel 65's Infamous Track
"Blue (Da Ba Dee)", aka: "I'm Blue"
For A Final Project In DES 222



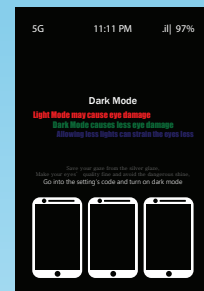
Poster Made To Invoke An Emotion
Through Color Theory (Emotion
Chosen: "Joy") In DES 200



A Poster Meant To Display A
Metaphorical Product To Solve
Rhetorical Problem From A
Make-Believe Subject In DES 300



A Project Where I Create An Advert For A
Metaphorical Shop In DES 222



Another Poster For A Project Made To Advertise A
Subject. This Time With Dark Mode.
This Project Is Made In DES 222.



This
collaborative
craft was made
to create a
solution to
another product
to solve another
persona's issues
in DES 300



This is a project where the students
experiment around typography with
their first & last name, & initials. This
also allows a bit of color theory & font
color with the design as well.
This is my attempt around typography
and a bit of color theory & font color in
DES 200.

All Images Are Made **The Author**

Page 1 symbols are based off of **Frutiger Aero**

Pages 2-3 uses **Craiyon** as inspiration

Pages 4 & 6-7 has **Stock Images From Google Images** as sources

Page 9 is a collage of a product made by **the author** in *Spring 2023*

Uppermost Image on page 11 is made by **the author, Anna Choi,
Genisee Montalvo, & Lex Echeverria**

Rest Of The Images On Page 11 are made from **me**, in both
Fall 2022 & Spring 2023

Pictures Provided are Made by the Respective Softwares:

Adobe Illustrator & Adobe Photoshop (Pages 2-3, 6-7, & 9)

Only Adobe Illustrator (Pages 4 & Some Of Images Of Page 11)

InDesign (This Visual Essay & Product Poster On Page 11)

Uppermost Product made with **cardboard, paper, paper, & glass.**
Tools used are **x-acto knives, box cutters, “glue sticks”, rulers, cutting boards,
scissors, hot glue gun, tape (normal & heavy duty).**