# **Practical Application: Evaluating the Action-Centric Model of Graphic Design**

## **Action-Centric Model of Graphic Design**

Pretend you have to make a new dish to bring to a potluck event at work. Do you find a new recipe, assemble the ingredients and carefully measure each one using a scale before you start cooking? Or, do you go with a recipe you're familiar with and wing it as you go, tasting and adjusting the sauce or stew as needed? These two kitchen strategies represent two different schools of thought in design.

As you read in the lesson, [The Action-Centric Model & Graphic Design](https://study.com/academy/lesson/the-action-centric-model-graphic-design.html), the two different models for design are the rational model and the action-centric model. The rational model is like trying out a new recipe in that the design process involves a formulaic, objective-oriented approach where each step is done in order.

The **action-centric model** is similar to following a familiar recipe in that you're simultaneously using multiple steps in the design process and relying on your creativity, instinct and improvisation to lead you through the process. Although both models are valid forms of design, many designers feel like the action-centric model better represents what actual design is like: messy, passionate and slightly disorganized at times.

Today, you're going to get a chance to formulate your own opinion about the action-centric model of graphic design. Using the questions below, write your own evaluation of this model, and then we'll analyze the process together.

## **Evaluation**

Some designers prefer the newer model of graphic design, the action-centric model. Do you agree or disagree that this model is more useful and better represents what the real design process is like? Write your response in the form of a short paragraph, including at least two pieces of evidence based on your personal experience or research to support your point of view.

## **Analysis**

What did you decide to write about in your evaluation? Ask yourself the following questions about the action-centric model of graphic design:

* How did you think the action-centric design model fits with your own professional practice?
* Were you able to find examples from your own experience to support your claim?
* What is the role of the rational and action-centric models in design?
* How did it feel to reflect on these two models? What was difficult or easy about the task?
* How does reflecting on these models impact your growth as a designer?

Now take a moment to consider the opposite point of view, as compared to the position you took in your evaluation (agreed or disagreed that the action-centric model is more suitable to the design process).