

Design Basic

INTRODUCTION TO DESIGN



Course evaluation

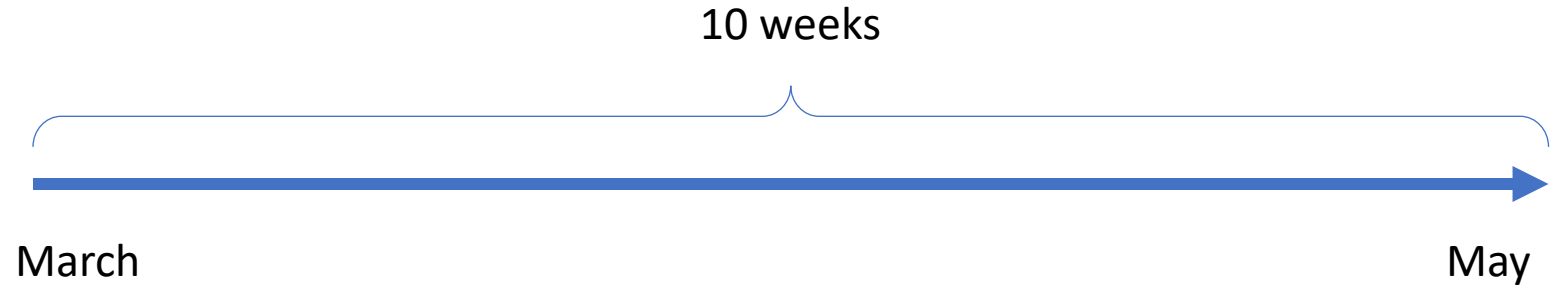
✓ Homework : 25%

✓ Participation : 5%

✓ Quiz : 10%

✓ Project 1: 60%

✓ Teacher: MENGHEANG PHO





5 MIN



who knows what is design?

Have you heard this word before?
Where? By who?





5 MIN



Look at those image:

- ✓ What are **the differences between** each **chair**?
- ✓ What are the **reasons** of those **differences**?





5 MIN



Look at those image:

- ✓ What are **the differences between** each shoes?
- ✓ What are the **reasons** of those **differences**?





5 MIN



What is the **definition** of **Design**?

^{1st}

A **visual look** or **shape** given to a **certain object** to make it **more attractive**,
more comfortable,
or to **improve another characteristic**.

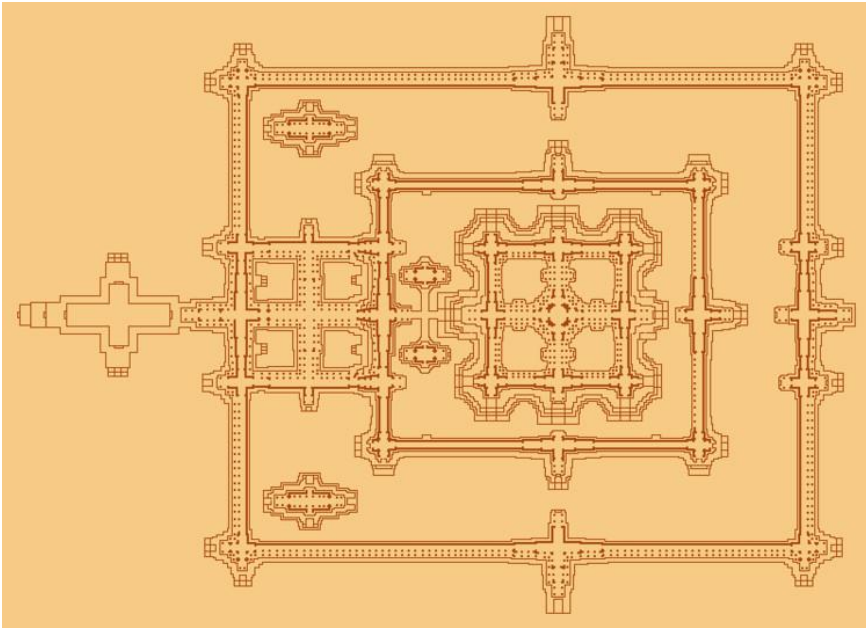




5 MIN



- ✓ What is the **relation between** those images ?
- ✓ What is the **purpose** of the **first image**?

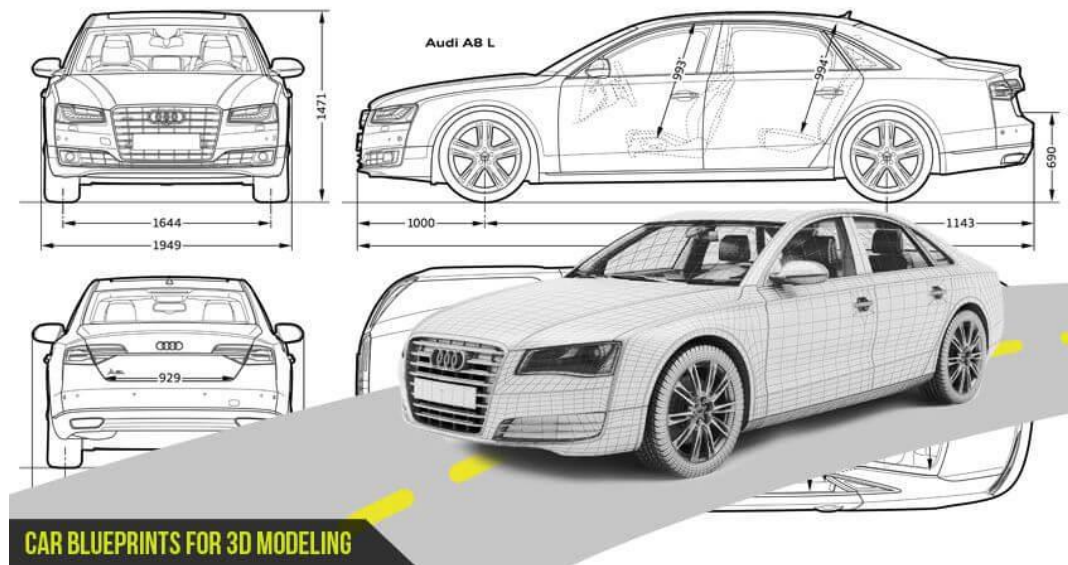




5 MIN



- ✓ What is the **relation** between those images ?
- ✓ What is the **purpose** of the **first image**?

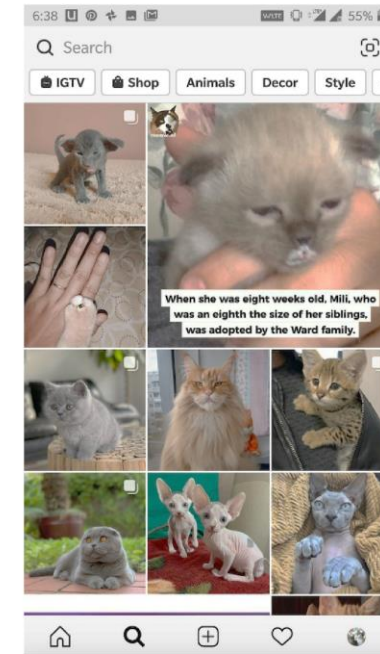
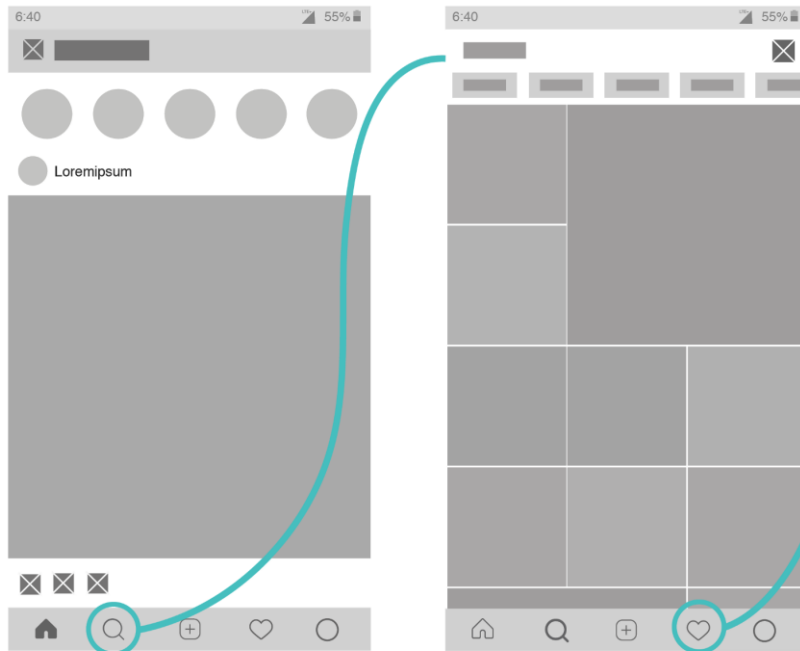




5 MIN



- ✓ What is the **relation between** those **images** ?
- ✓ What is the **purpose** of the **first image**?





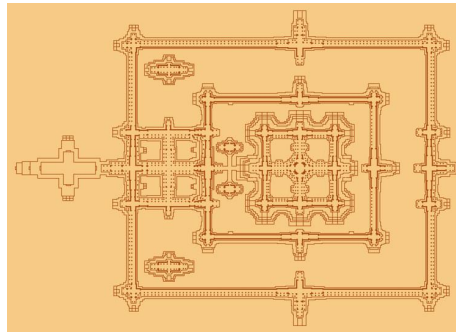
5 MIN



What is the **definition** of **Design**?

2nd

A **plan** of construction
or the **process** used to **create** an **object** or an
image.

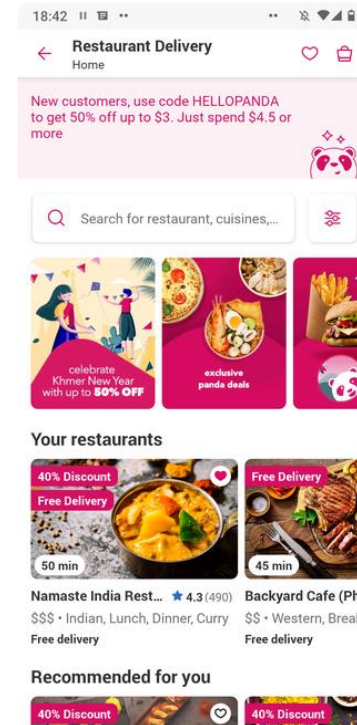
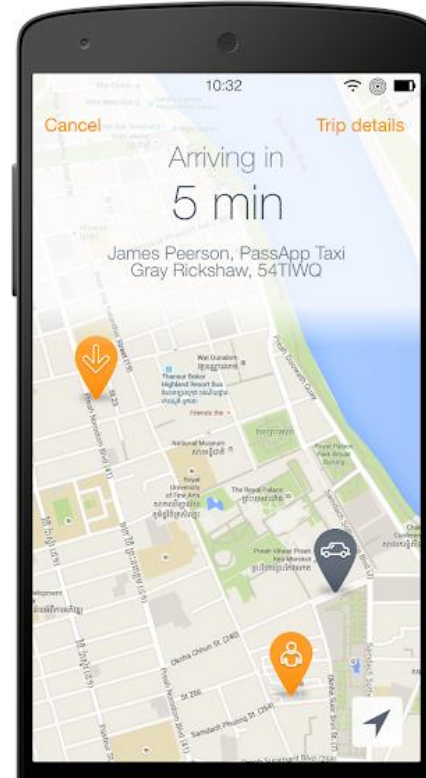
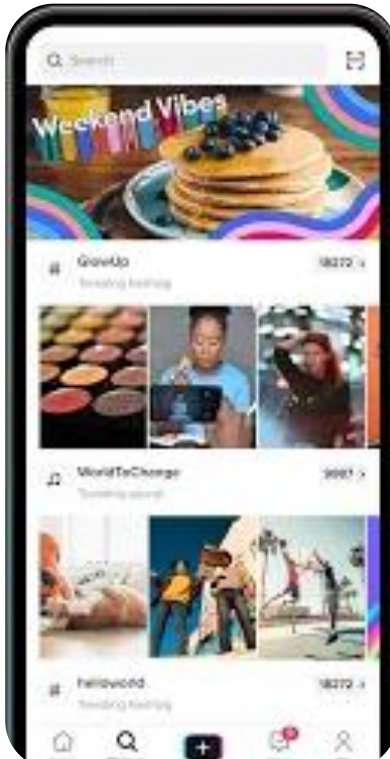




5 MIN



What are the **purpose** of those **designs** ?

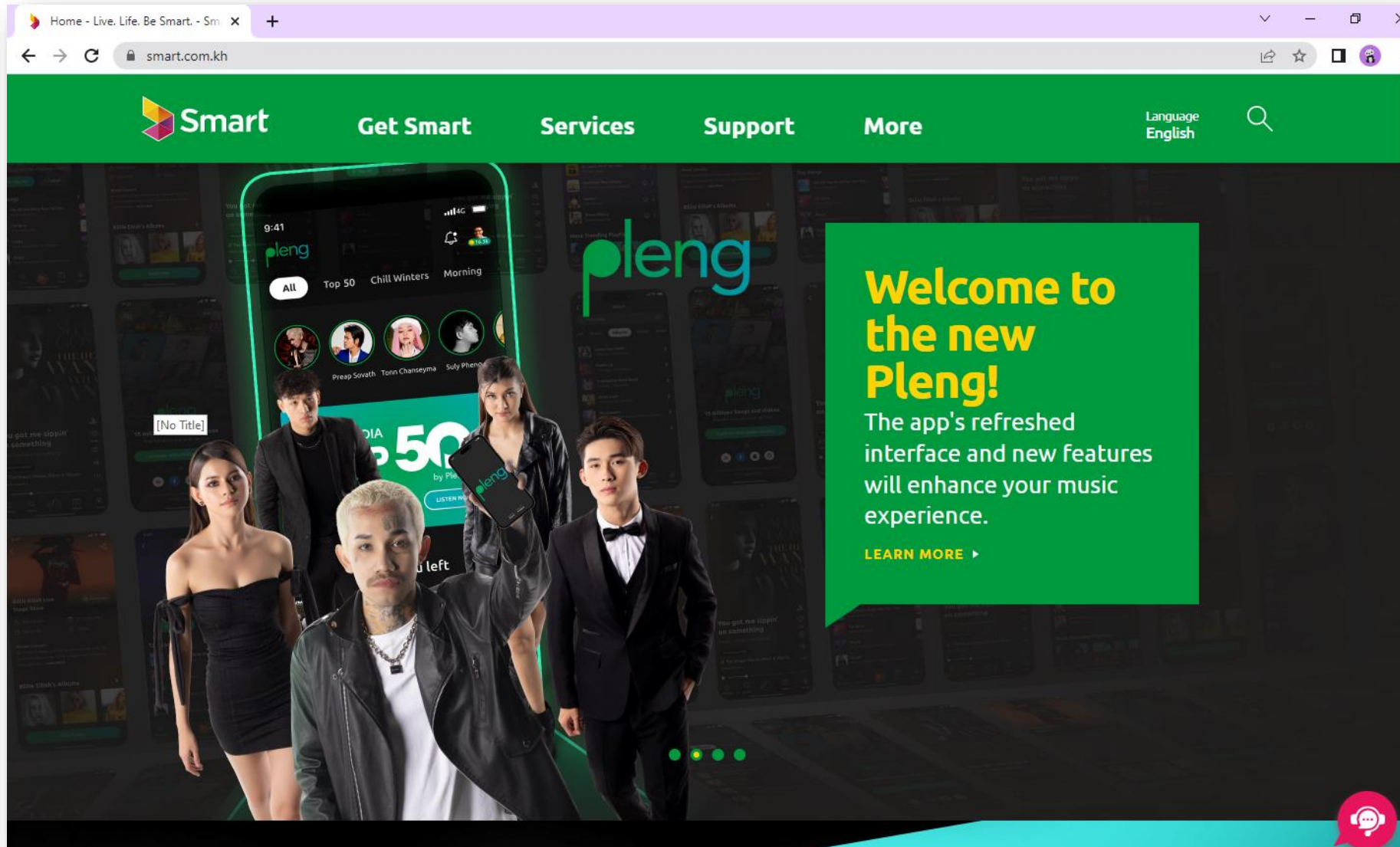




5 MIN



What are the **purpose** of those **designs** ?





5 MIN



Graphic Design's goal



To attract
the right
customers (target)



To convince
them to buy or use
a service or
product



To entertain,
amaze, surprise,
educate...



10 MIN

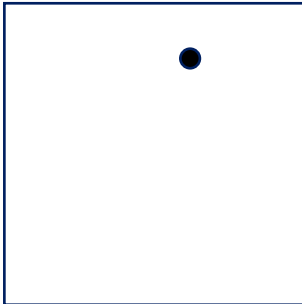
ACTIVITY 1



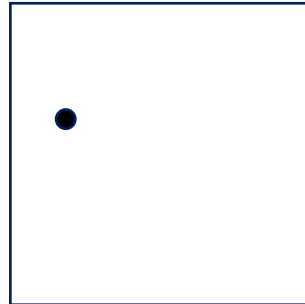


Point

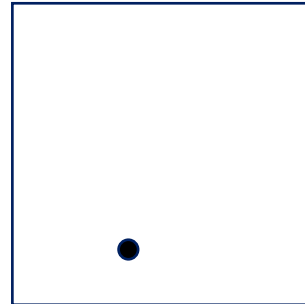
Different positions in space have different meanings.



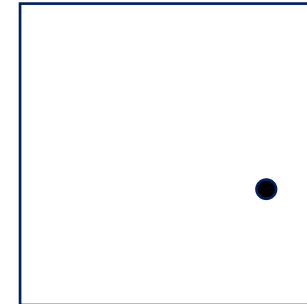
Top:
Active, far,
floating



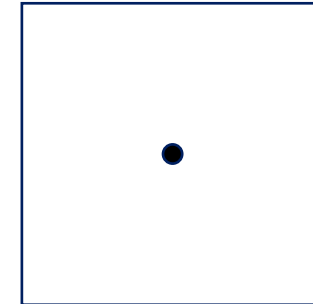
Left:
Dynamic,
nervous,
coming IN
from left to
right (in our
reading
direction)



Bottom:
Passive,
close, in
sleep/calm
state



Right:
Dynamic,
Calm,
coming OUT
from left to
right (in our
reading
direction)



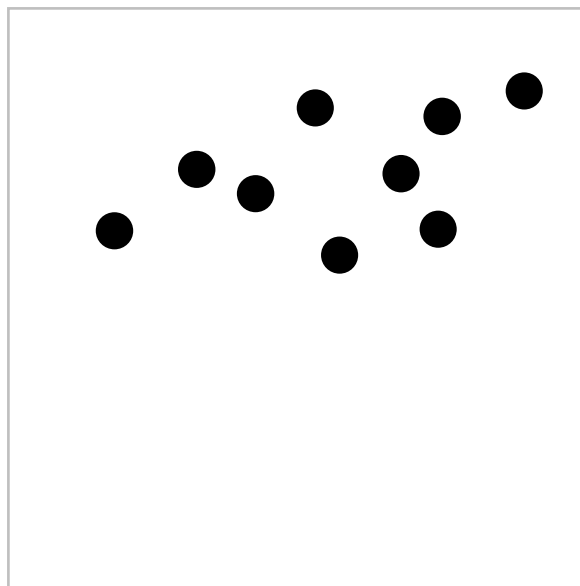
Centered:
Static



10 MIN



ACTIVITY 2



Flying



5 MIN



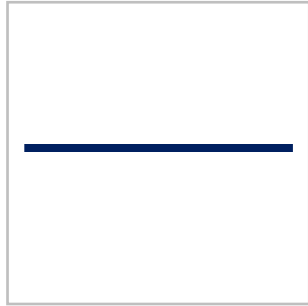
What do you see?



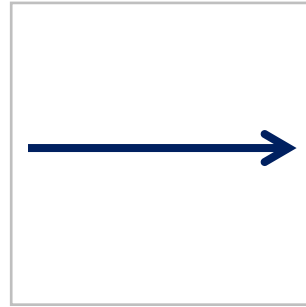
5 MIN



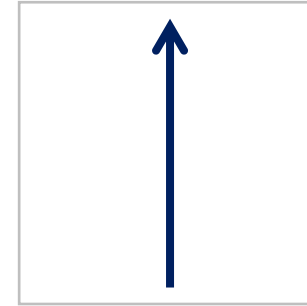
Line position and orientation:



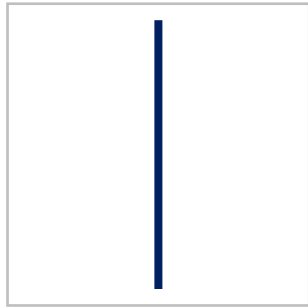
Lying down,
passive



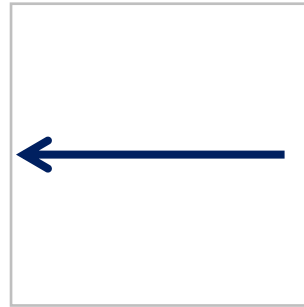
Dynamic, going out, in
our reading direction



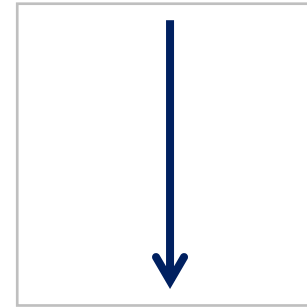
Powerful,
going up



Standing up,
active



Dynamic, coming in,
opposite our reading
direction



Powerless,
falling



10 MIN

ACTIVITY 3





5 MIN



Summary

To do design means to precisely **pay attention to your sensations**, to think about existing representations, and to **open your mind**.