

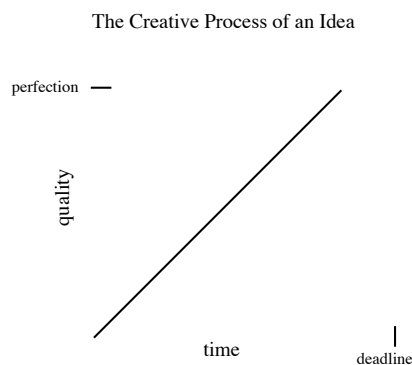
Abu Dhabi Art Fair Concept

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First concept design presented to professionals. Check.

But to get to this point was much more difficult than a simple check mark. The creative process process, our class of twelve discovered, is not a linear line as we envisioned. Even when we thought we had discovered the perfect idea, there were areas for improvement. Even the best ideas are loved by some and hated by others. And thus, this makes the process far more complicated than the graph below.



Creativity is not easy, and design requires a significant amount of thought. With this project, our class found our way through our muddled ideas of the creative process and found the best approaches through the five steps of the process.

1. Framing the Brief

The greatest idea I have learned thus far from Goffredo is the importance of framing the brief. In class, I am used to facing a clearly outlined, predefined problem that needs a solution. However, in design, your client has a problem, which may or may not be the task they assign you. Goffredo offers the example, a company comes looking for a logo, when really they need to enhance advertising, or the product itself. Alternatively, the client mentions no ideas or specificities regarding the project that will prove crucial later on in the project. This is never the clients fault. It is our job as designers to “frame the brief,” find out all information necessary and deliver a product that will solve the client’s problem, not just suit their taste.

We had the opportunity to experience this process first hand. Alaa Edis, Program Officer at NYUAD Art Gallery, presented the project to our class. However, her ideas and expectations were vague. Thus, trained by Goffredo, we asked many questions to probe for underlying details she had left out.