

**intro to graphic design**



**critical thinking**

## intro to graphic design

“to regard thinking as a skill rather than a gift  
is the first step towards doing something  
to improve that skill.”

*~ Edward de Bono*

## intro to graphic design

a graphic designer is a problem solver  
**= analytical**

## Blooms Taxonomy

evaluation

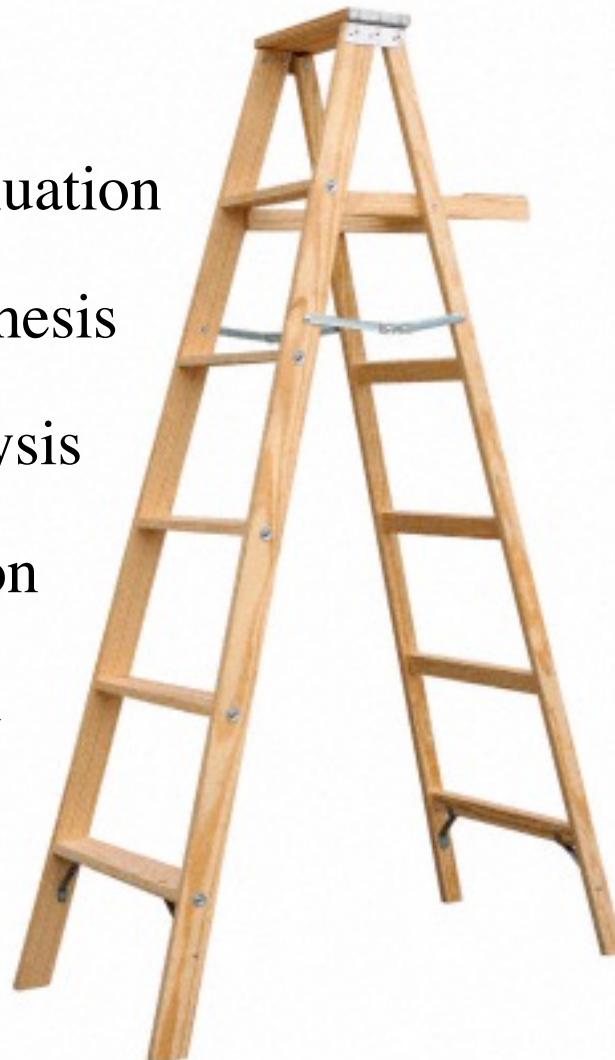
synthesis

analysis

application

comprehension

knowledge



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*a graphic designer is analytical*

**knowledge**

**trivia-level**

**memorized**

**temporary**



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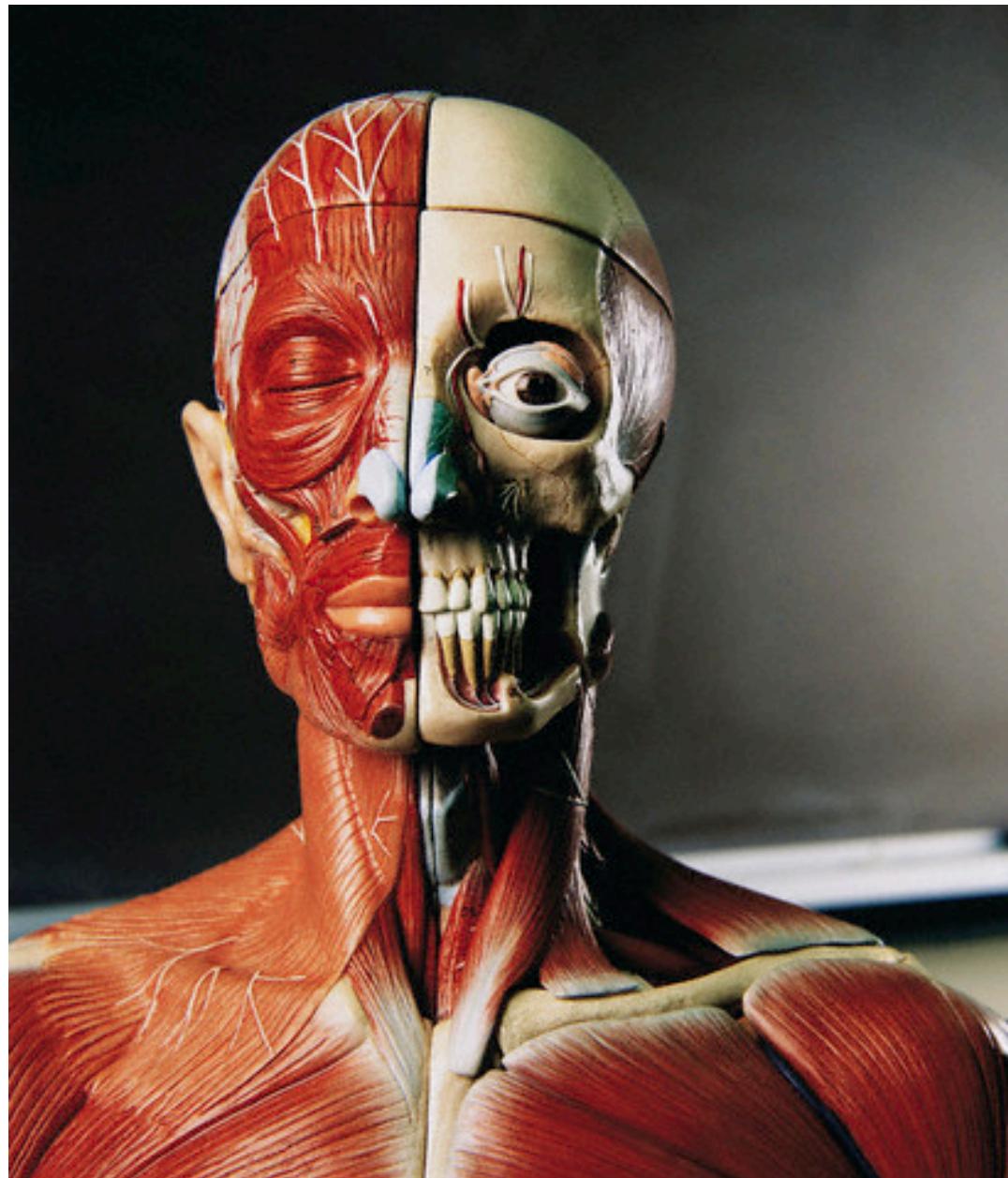
*a graphic designer is analytical*

**comprehension**

**more than facts**

**assimilation**

**understanding**



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**application**

**hands-on**

**abstract > concrete**

**experience**



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**analysis**

**comparing / contrasting**

**different p.o.v's**

**organizing information**



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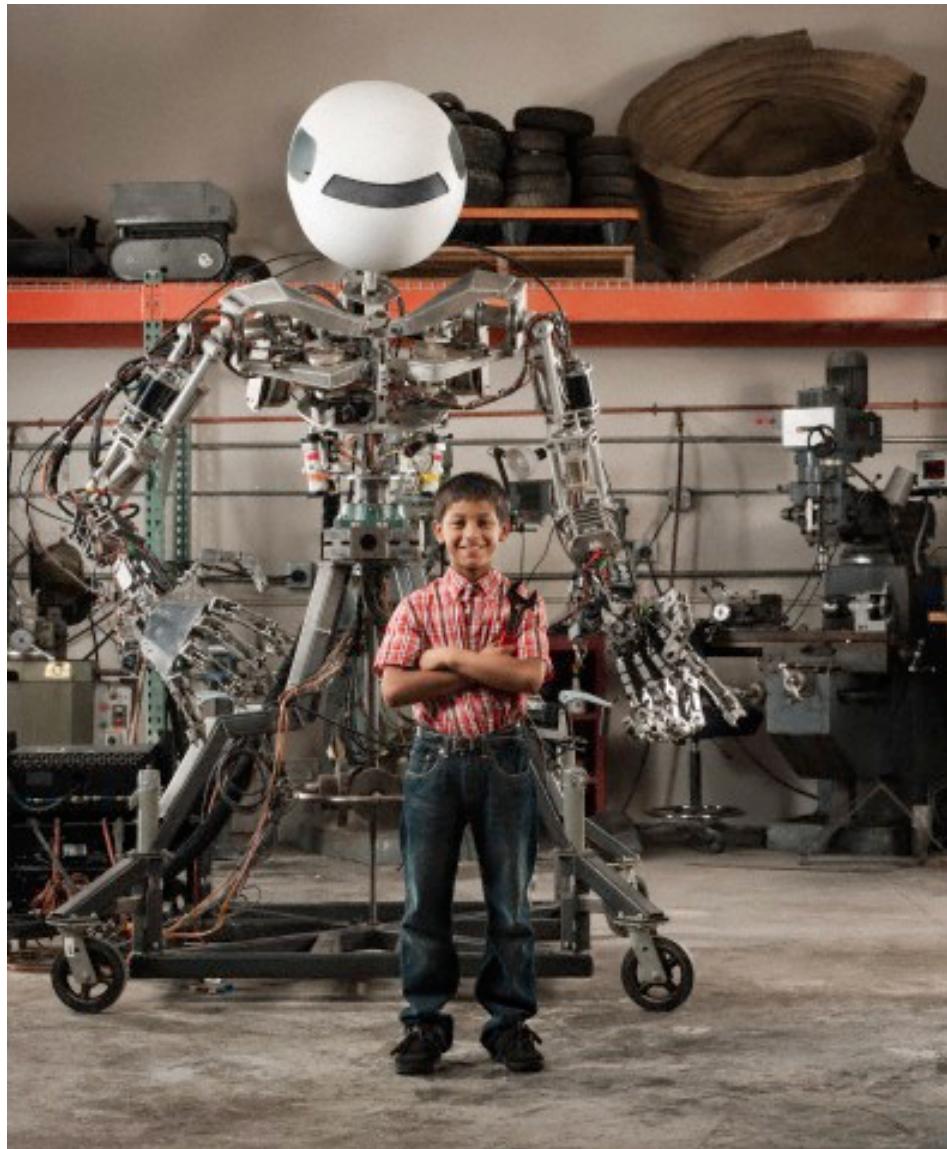
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***synthesis***

**different contexts**

**hybrids / fusion**

**what if...**



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**evaluation**

**culmination of other rungs**

**authoritative**

**good, better, best**



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Issues with problem solving:

- everyone does it
- move on (no luxury to wait)
- “problem” vs “solution”
- two associations?

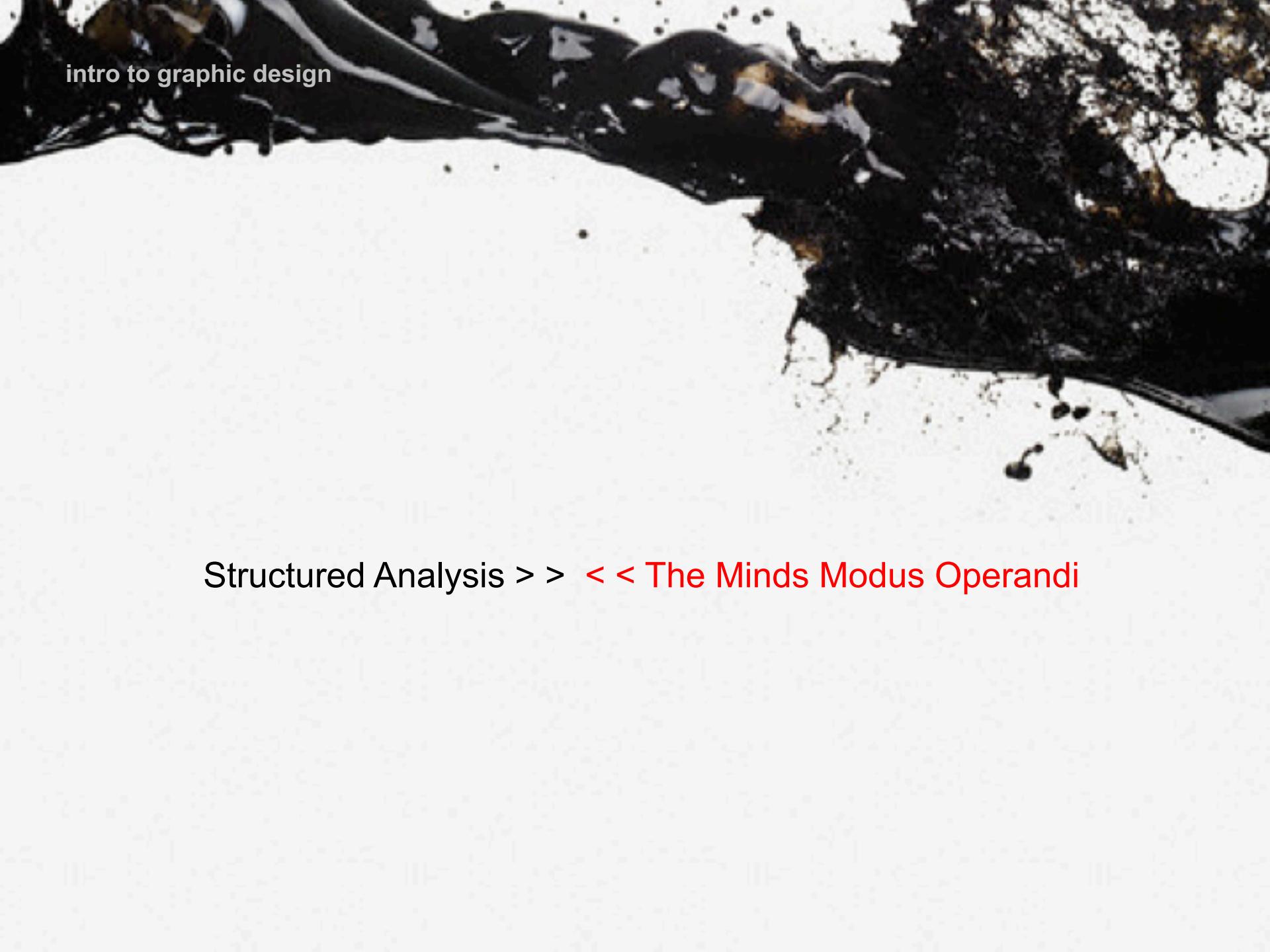
Instead, think of a problem  
as an **indeterminate state**  
that needs resolving.



*a graphic designer is analytical*

## **Six analytical sins:**

1. We begin analysis of a problem by formulating conclusions
2. We focus on the solution we favor
3. We settle for “satisficing”
4. We confuse “discussing/thinking hard” about a problem with “analyzing”
5. We focus more on **substance** than **process**
6. Most of us are functionally illiterate when it comes to structuring our own analysis



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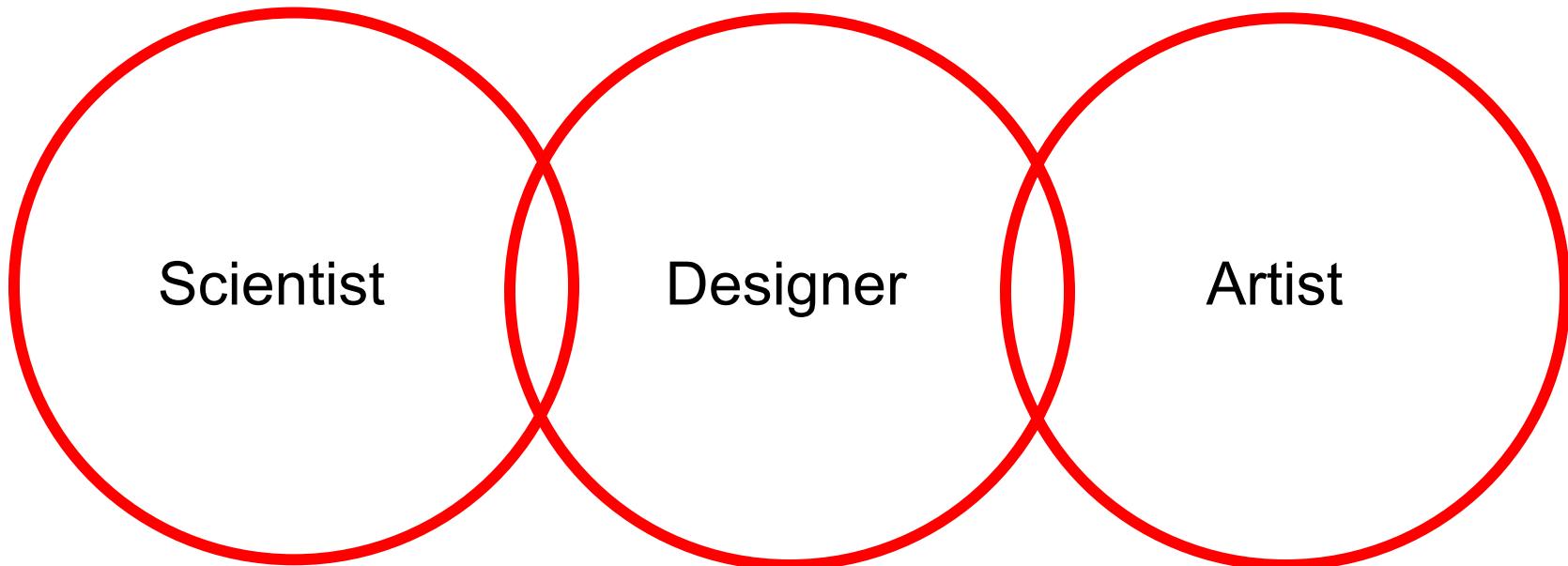
Structured Analysis > > < < The Minds Modus Operandi

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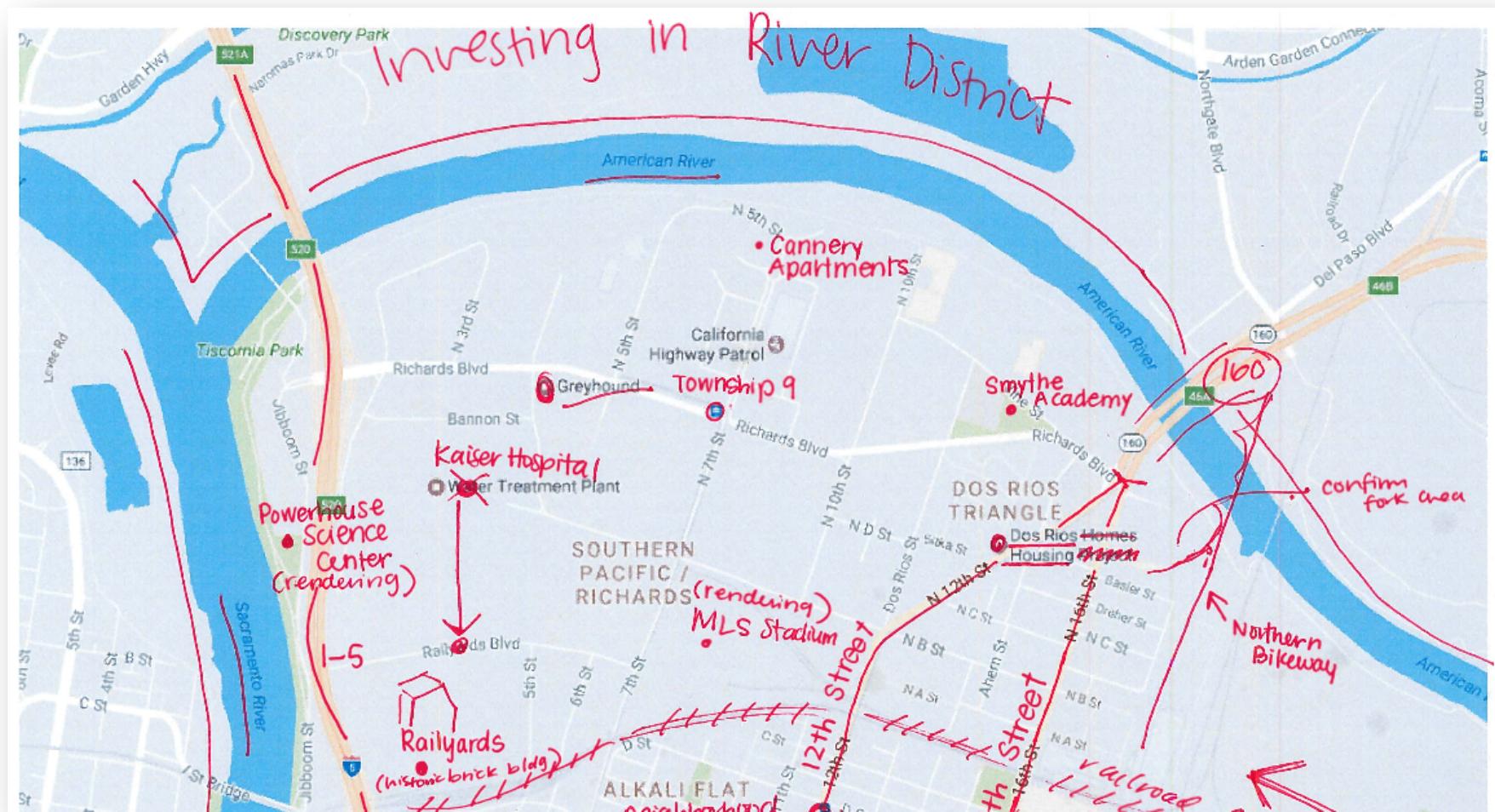
The problem solving approach that works the best for the average ~~human~~ human is trial-and-error.

Instinctive mental traits defeat creative, objective, comprehensive, and accurate analysis.

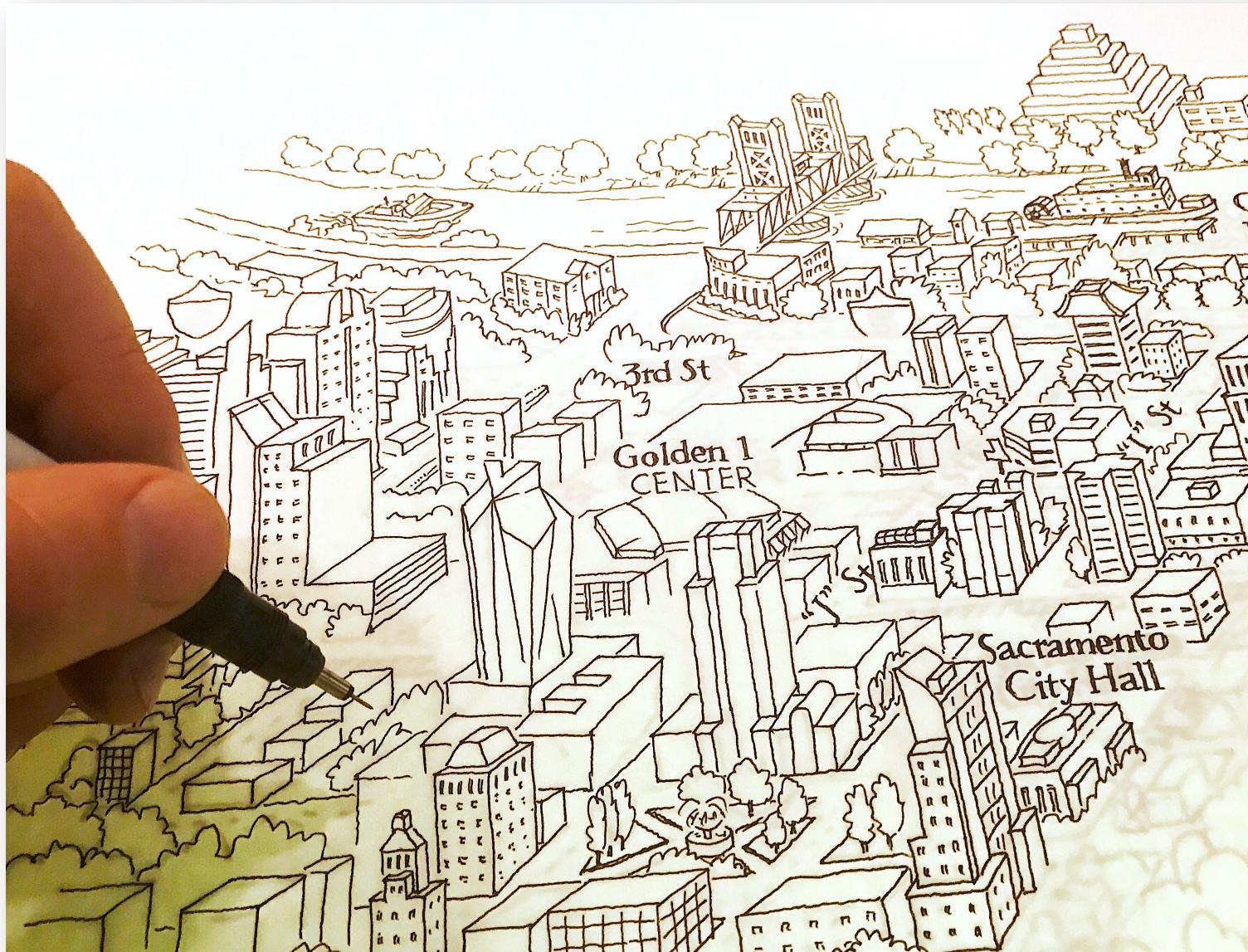
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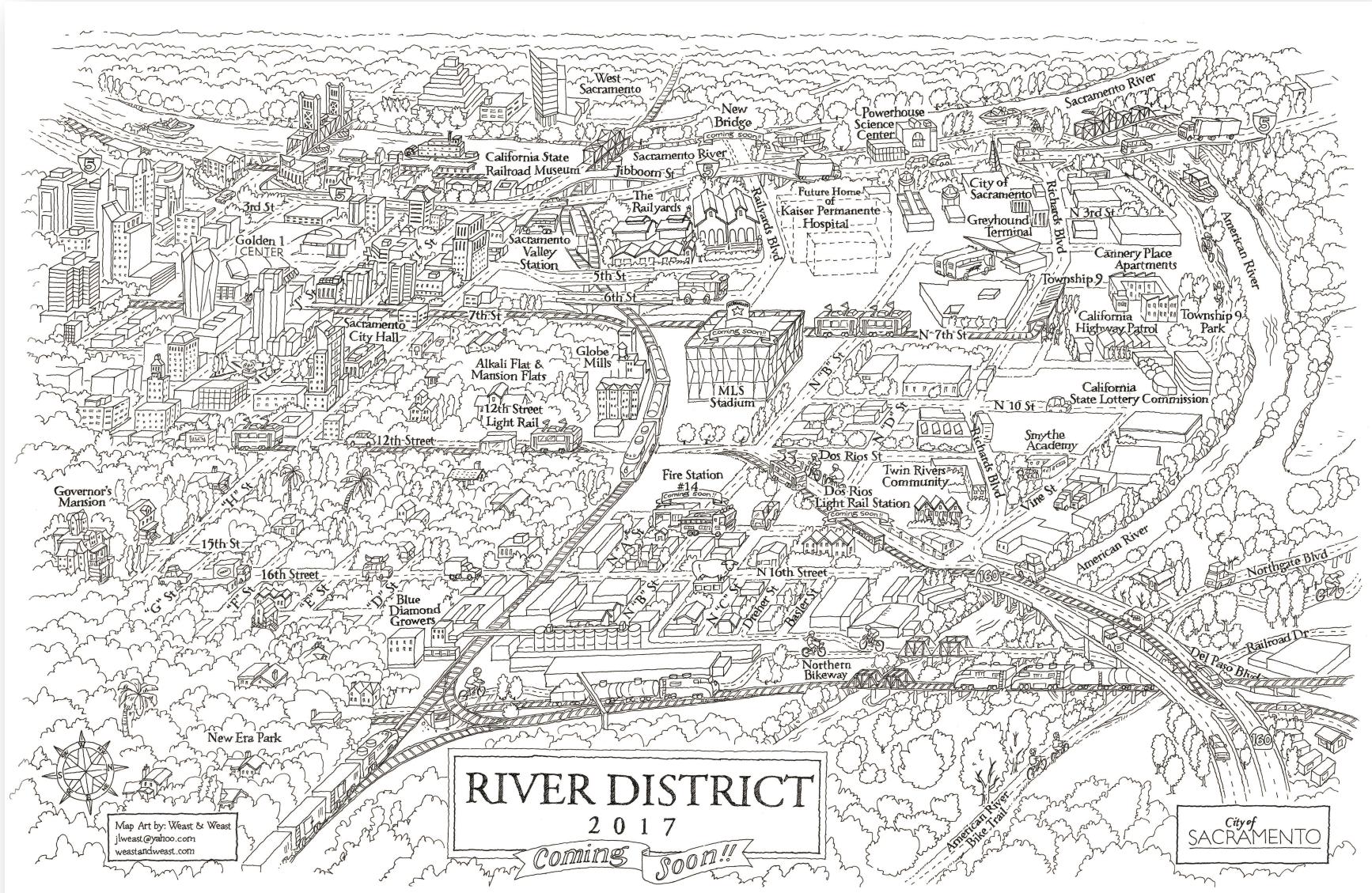
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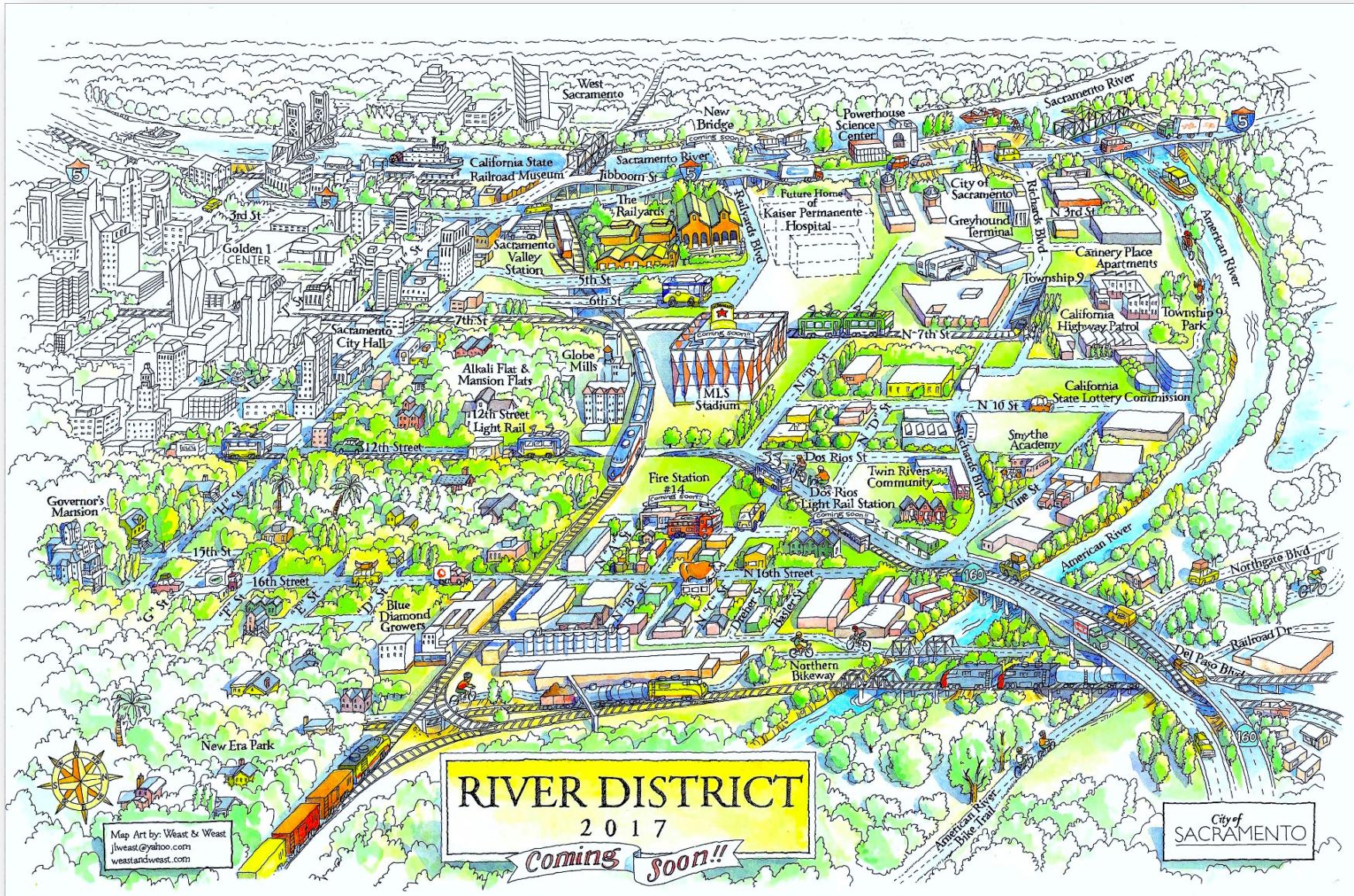
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“Many forms of design... deal with both precise and vague ideas, call for systematic and chaotic thinking, need both imaginative thought and mechanical calculation.”

*~ Bryan Lawson*

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“On the whole, it must be more important  
to be skillful in thinking,  
than to be stuffed with facts”

*~ Edward de Bono*

## CREATIVITY

### 3 Ways to Take Advantage of How We're Wired

1. Path of least resistance (what we've done before)  
**dig deeper / try something new**
2. Learning a new skill (crave what's new & exciting)  
**push new boundaries, push the limits of what works**
3. Don't be afraid of failure (rise from the ashes)  
**can “learn” to be more creative**

**\*part of learning is you “have to be confused.”**

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your homework is to read

## **“Blooms Taxonomy”**

before class on Wednesday, February 26th  
you'll find that in the:  
CANVAS > files > reading material