

# 1\_2 Analyse & Interpret

# Saul Bass

"It seems to me that the creative process is one that re-examines those things we already know and understand, and forces us to reconsider them, usually involving insight to their nature. The creative act is an act that transforms the ordinary into the extraordinary."

— Saul Bass

# Examine & interpret your Research from the British Museum

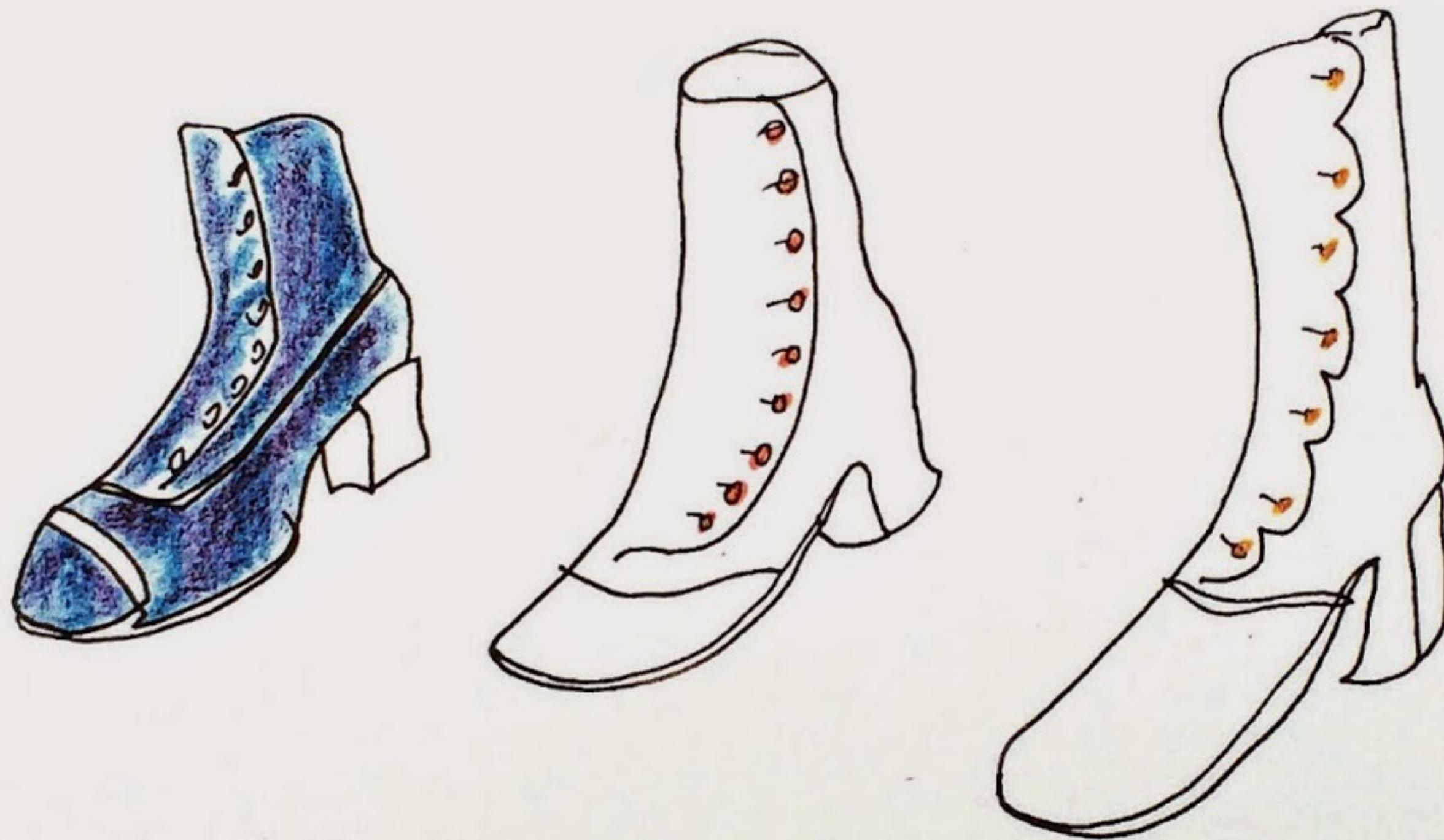
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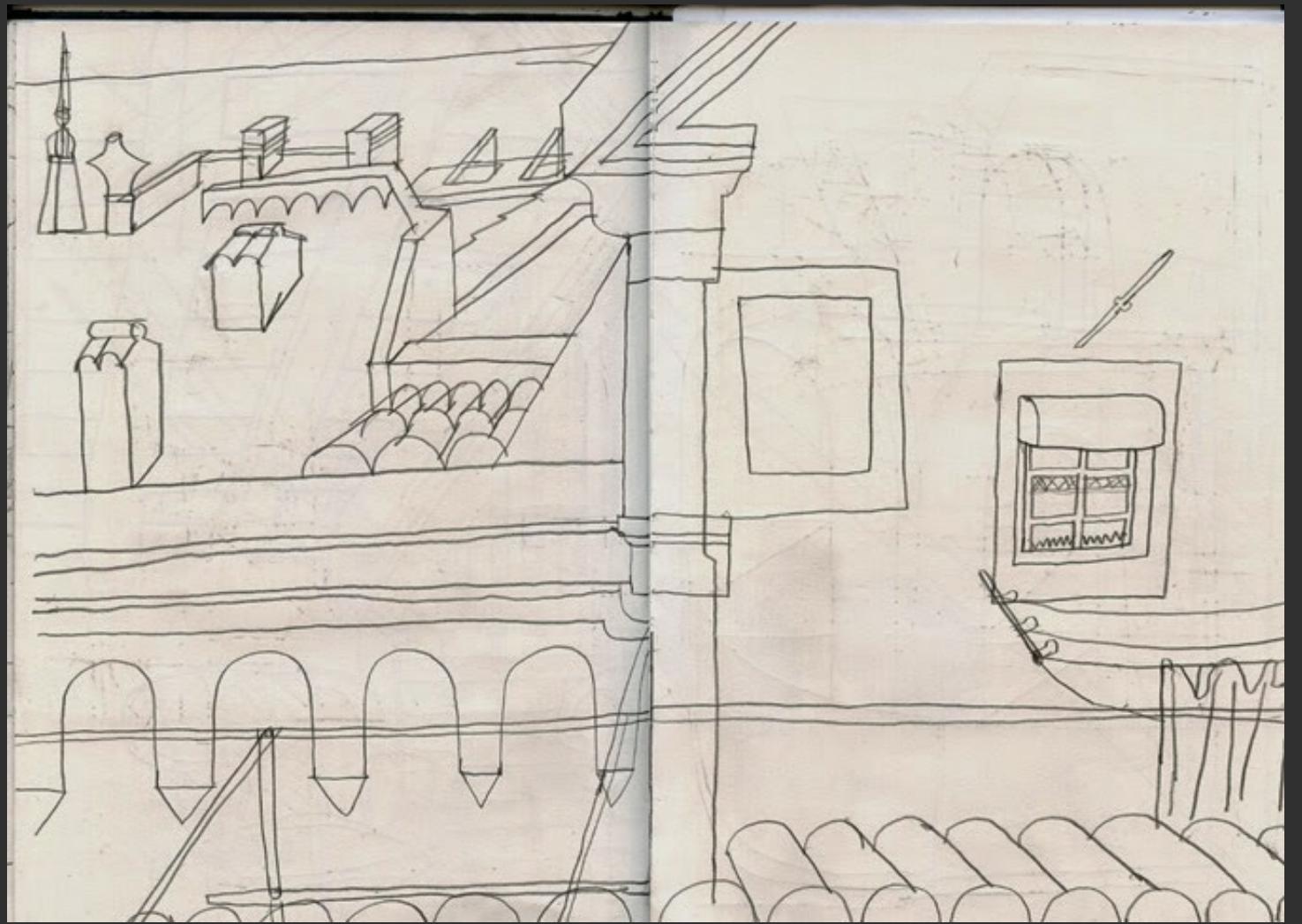


# Look for

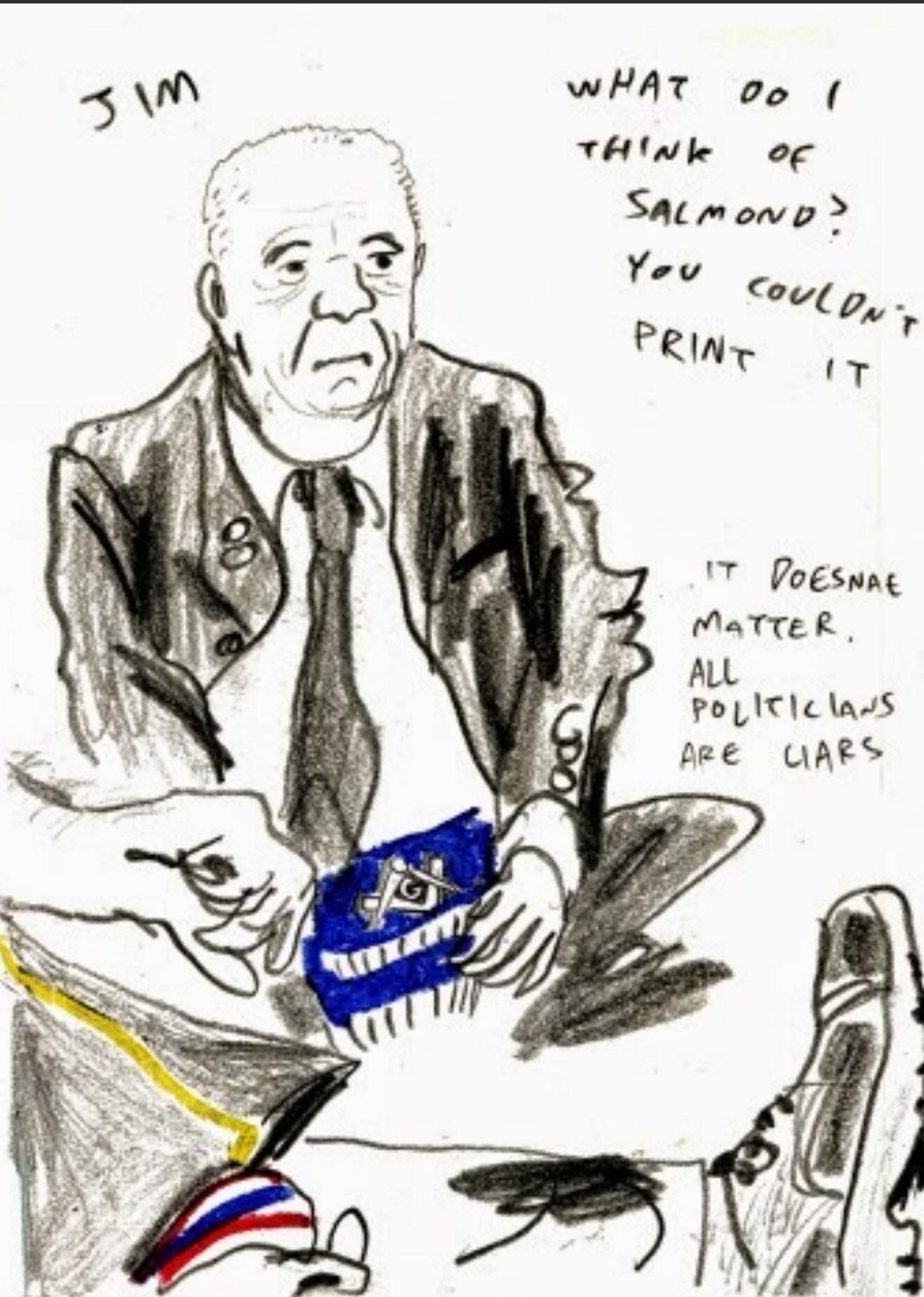
Commonly occurring  
colours/ materials/ textures /  
symbolic iconography/  
decorative elements/ letterforms

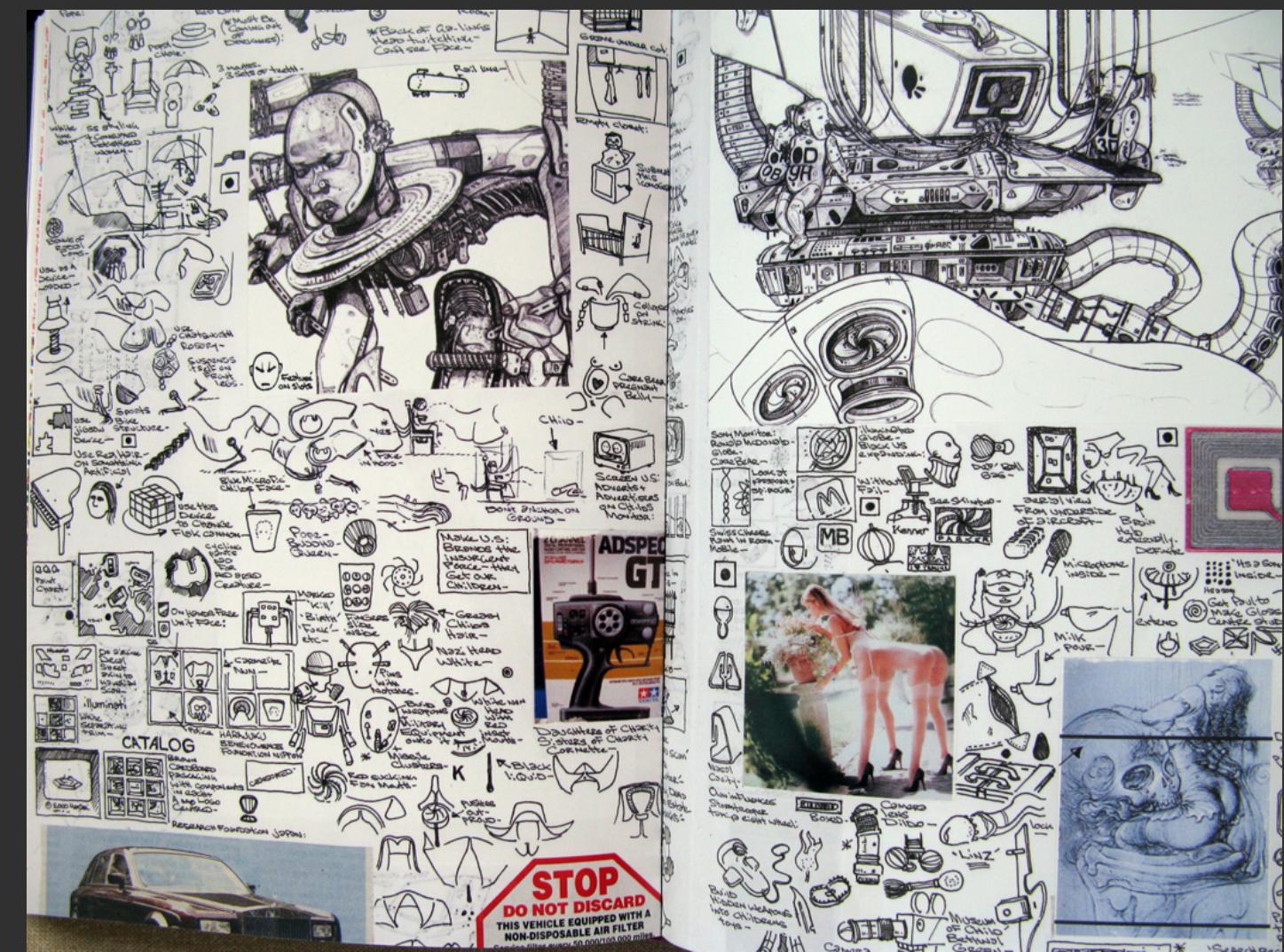
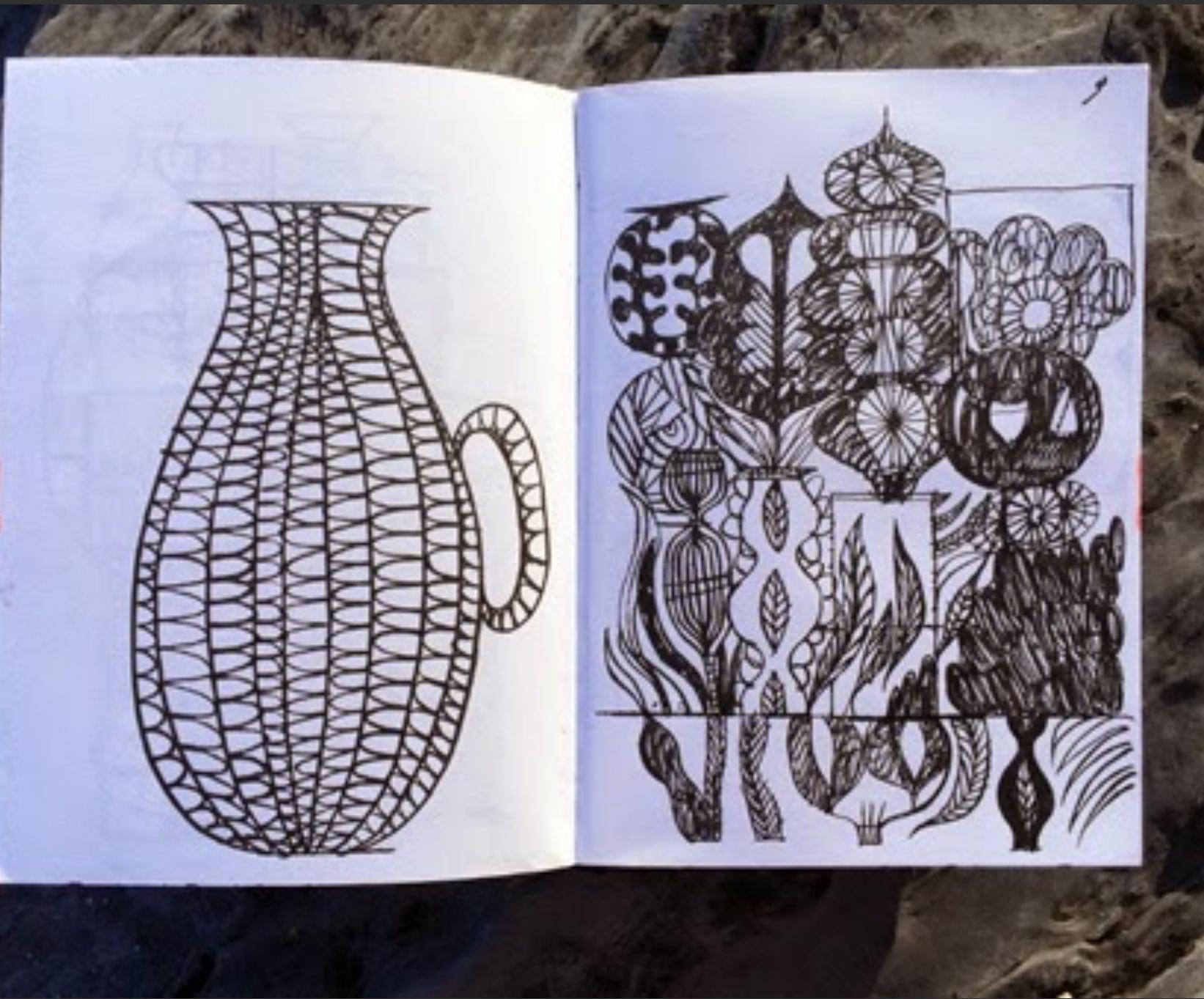




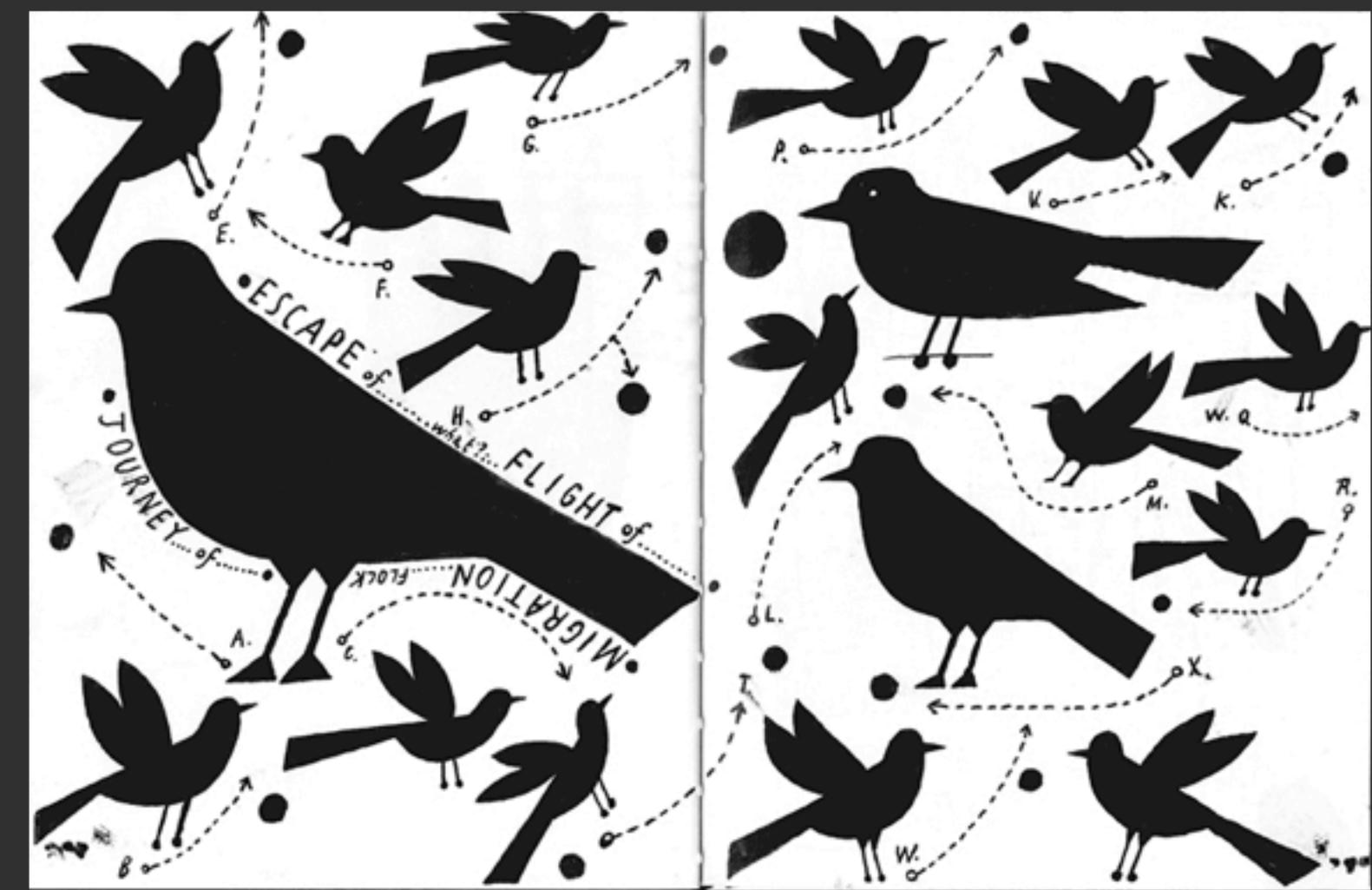




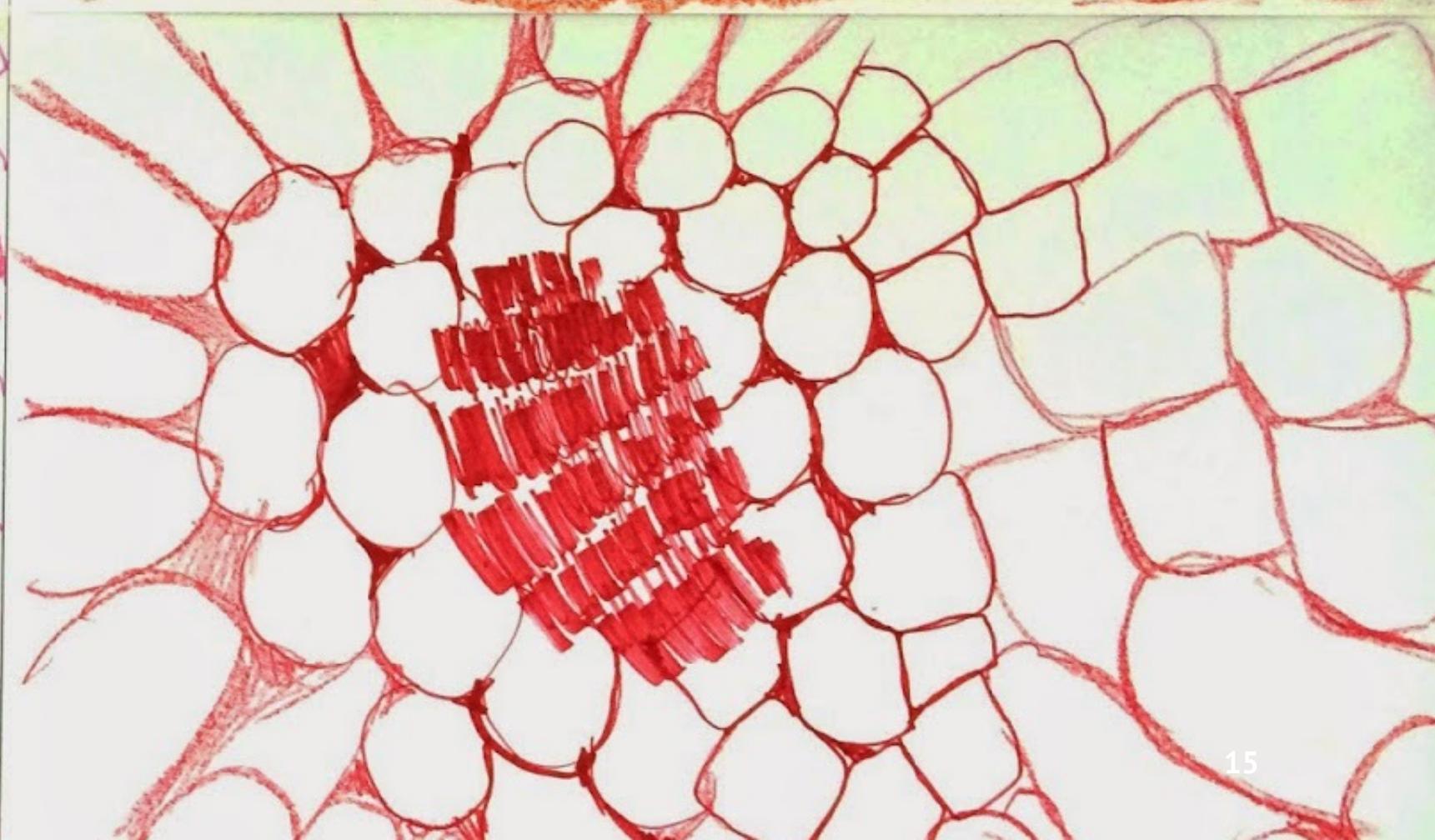
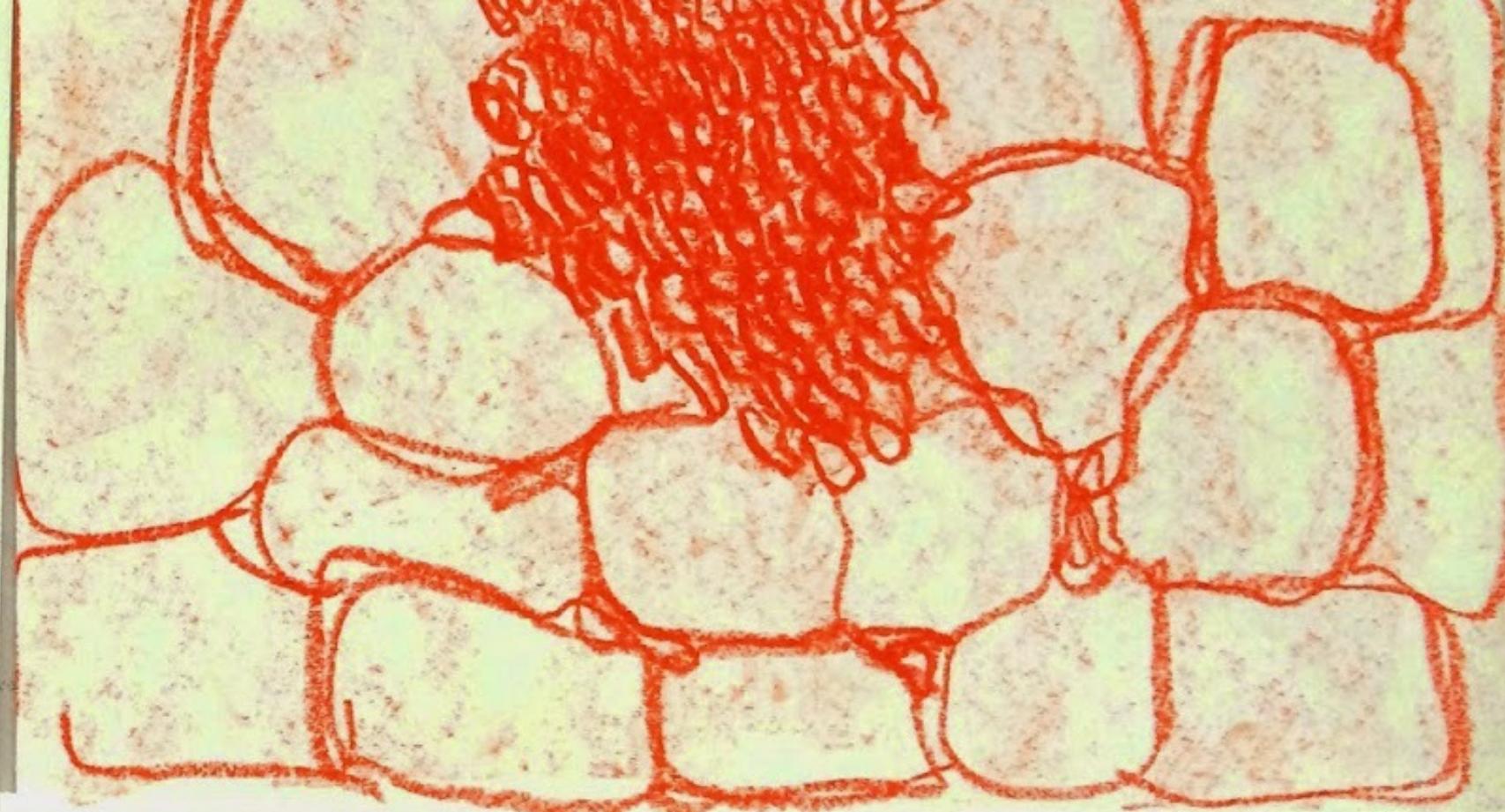
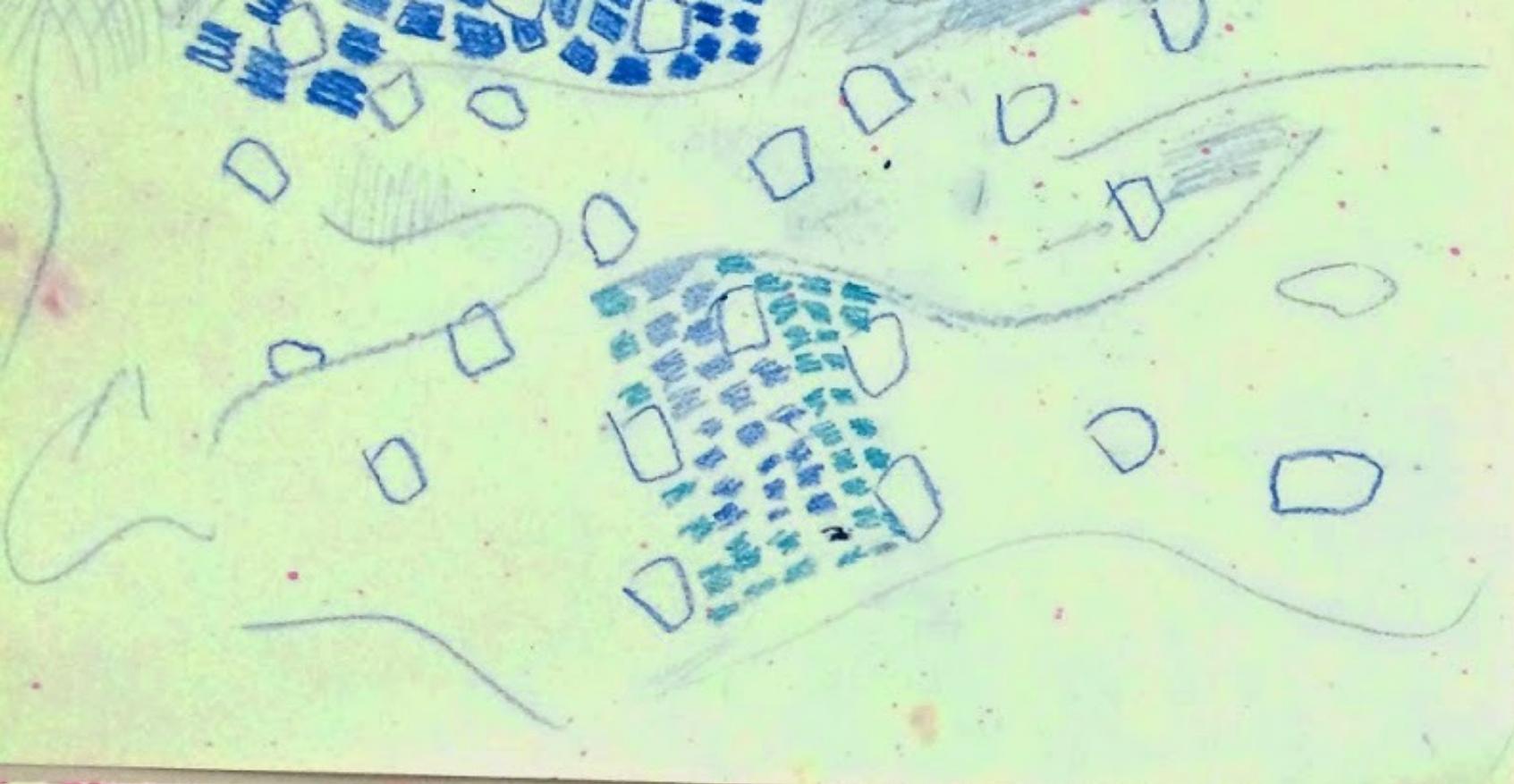


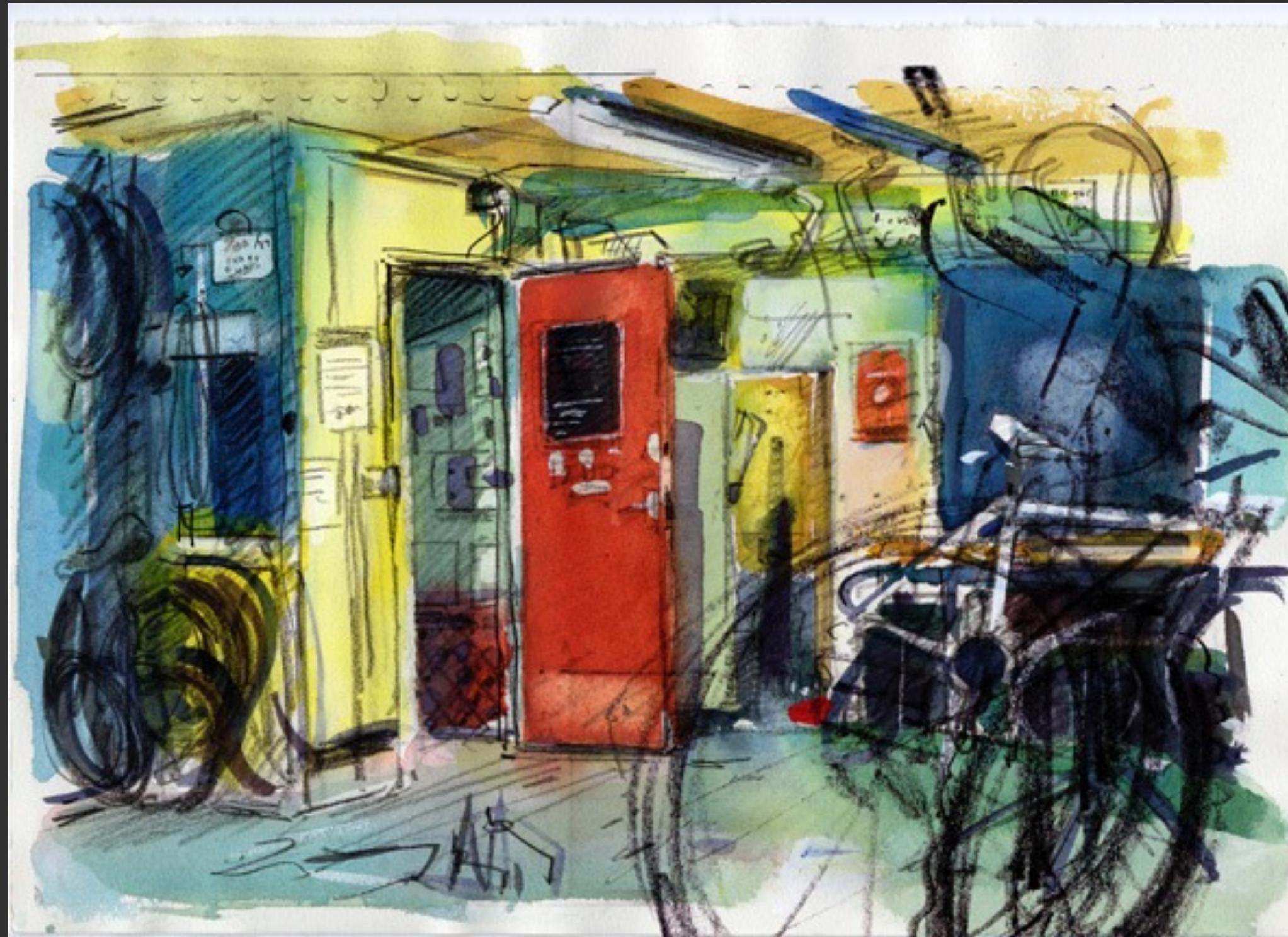


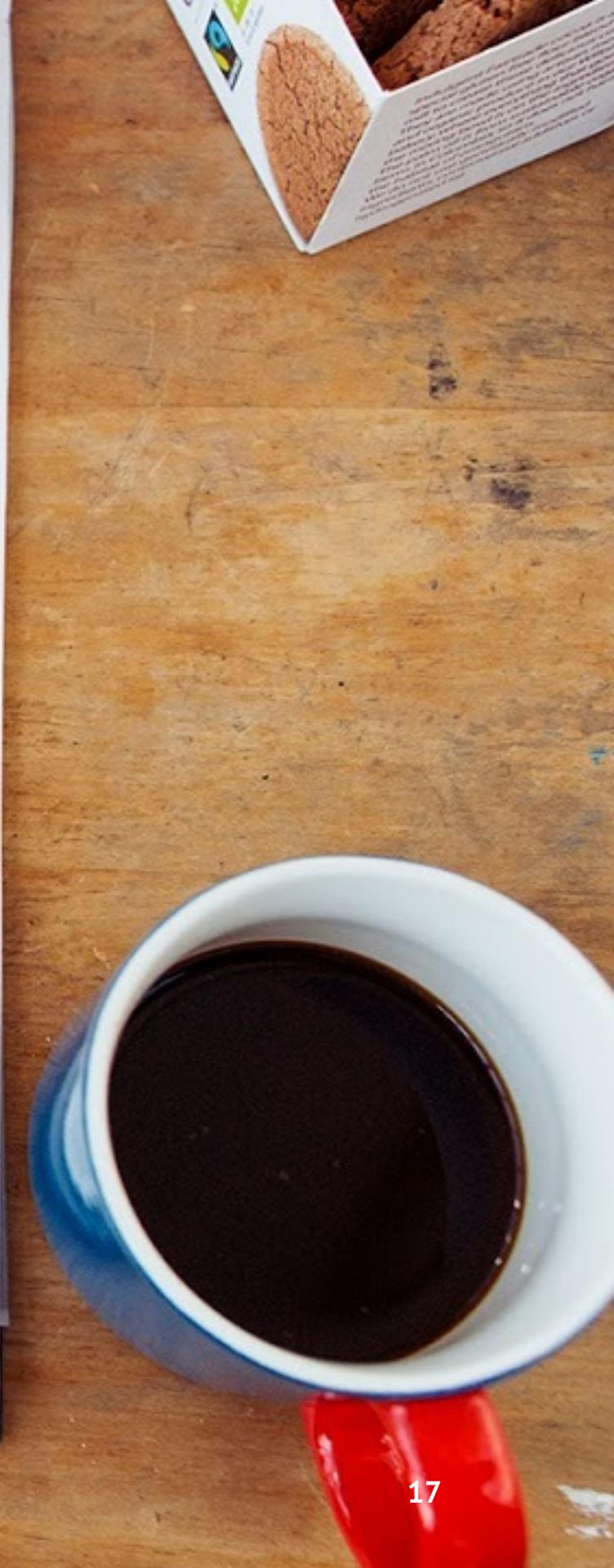




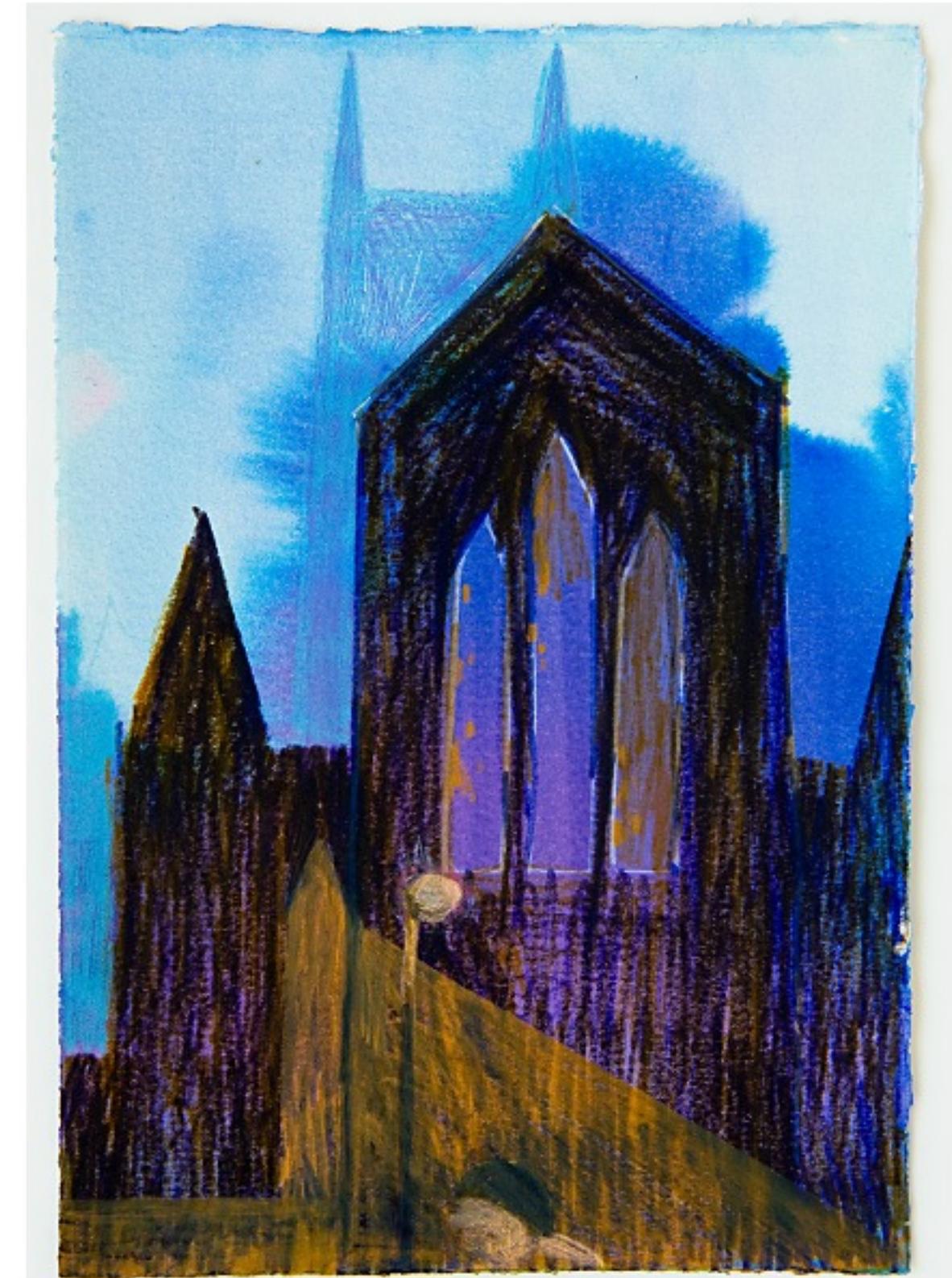


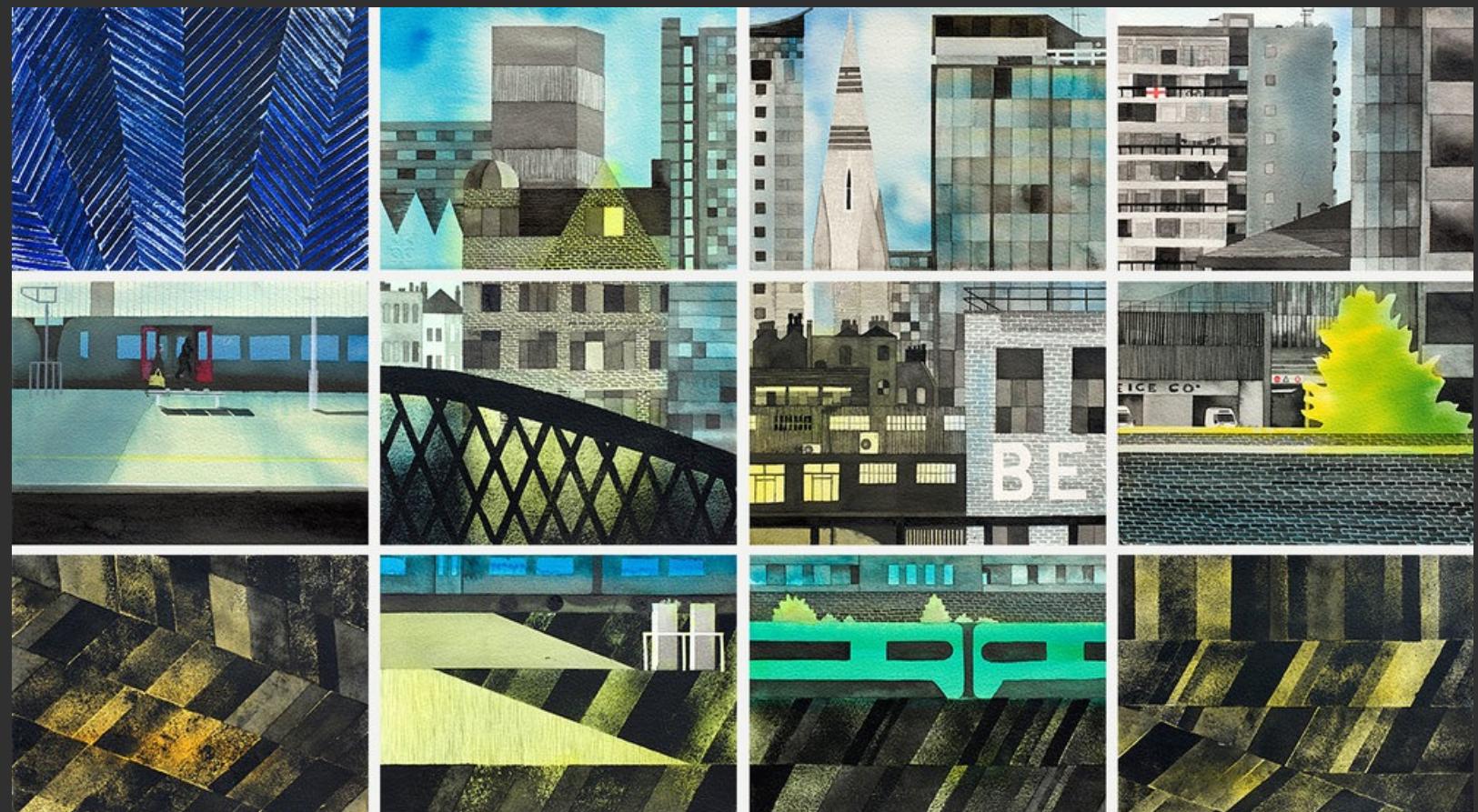










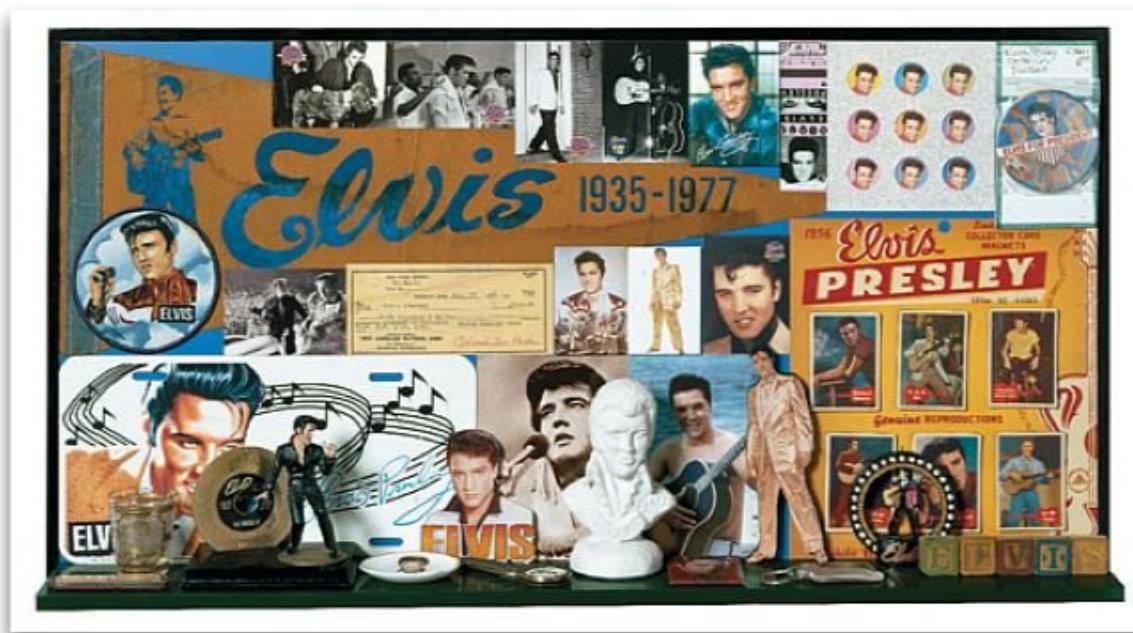




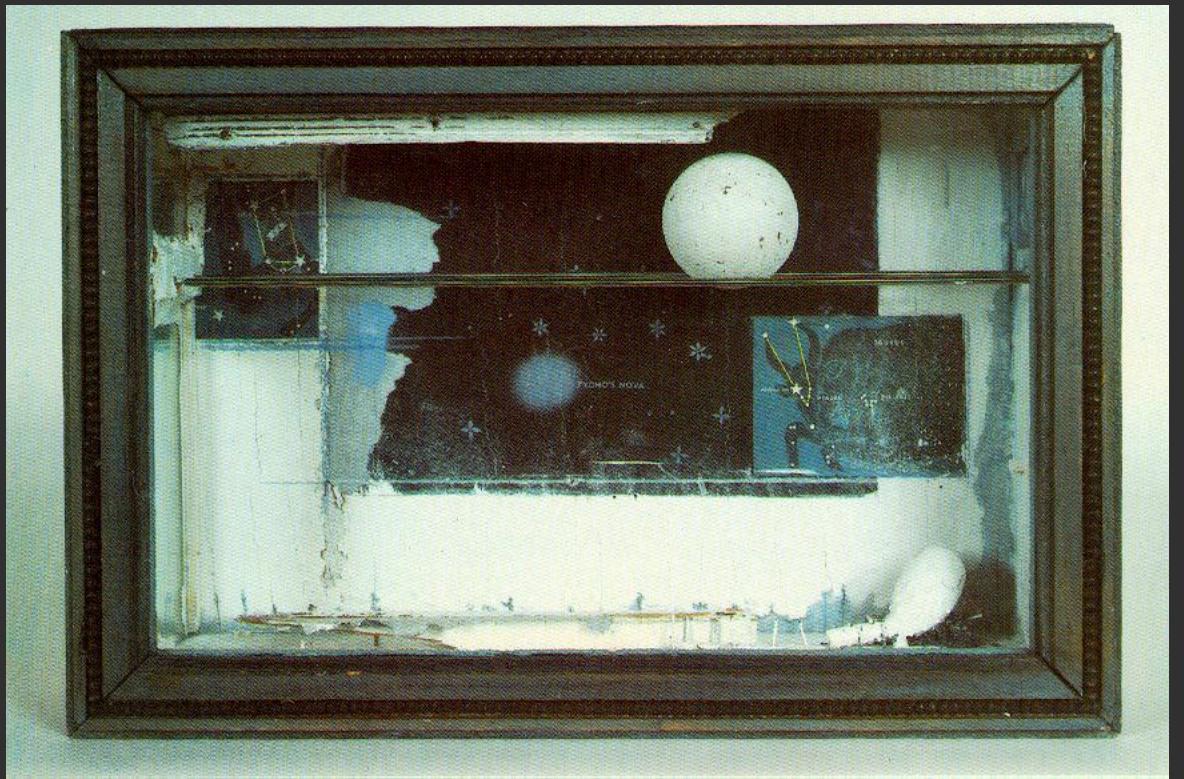
# Categorise & organise

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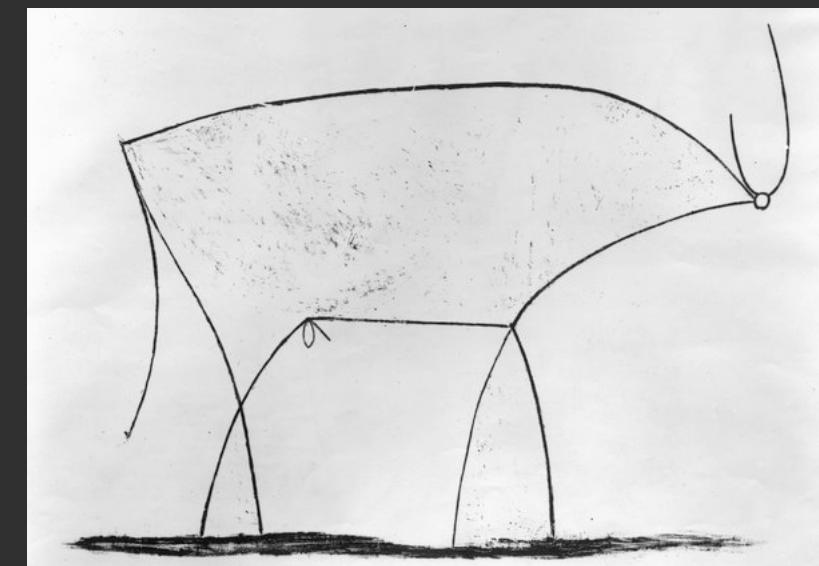
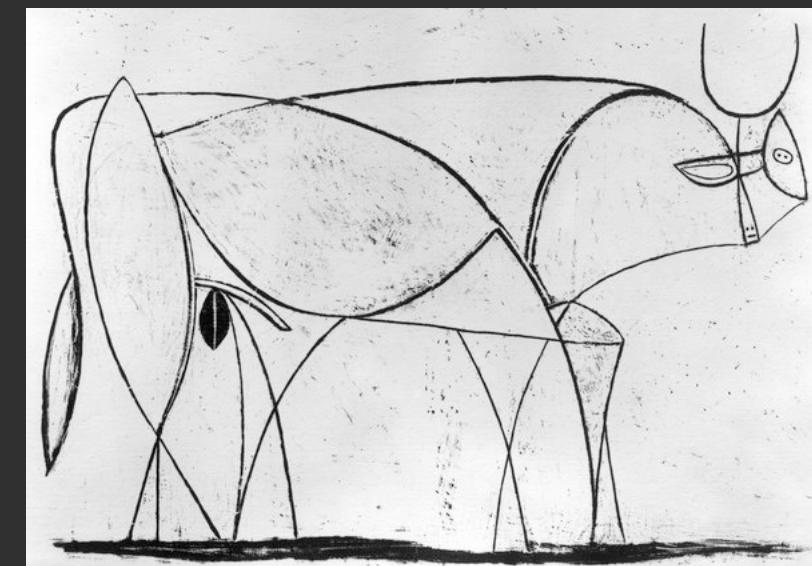
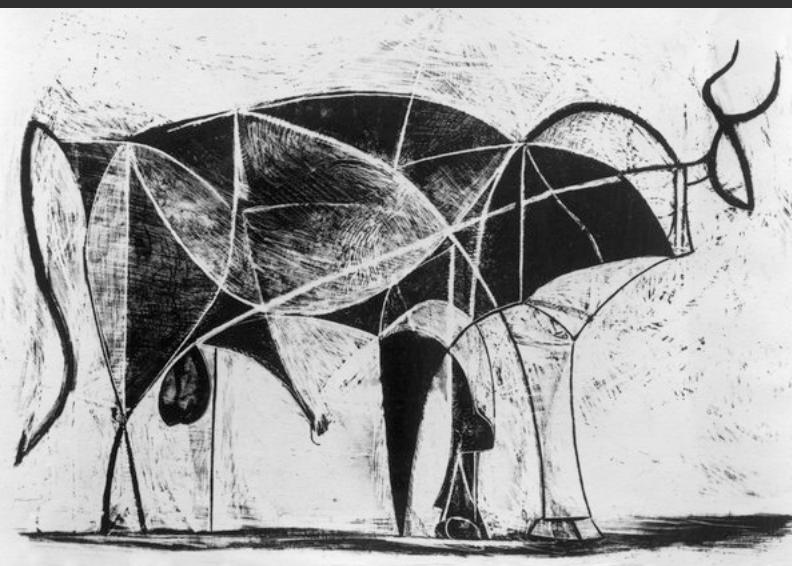


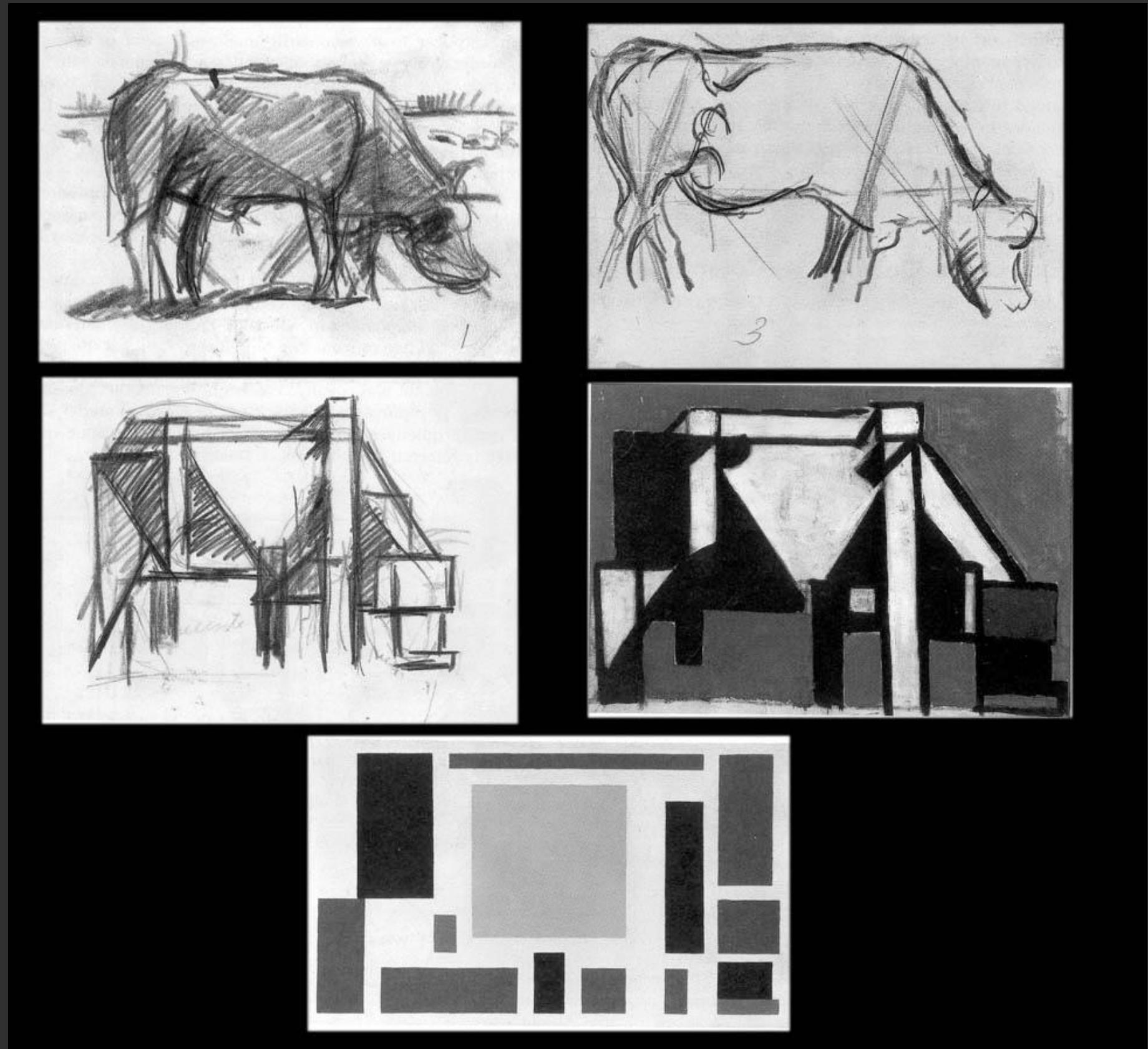




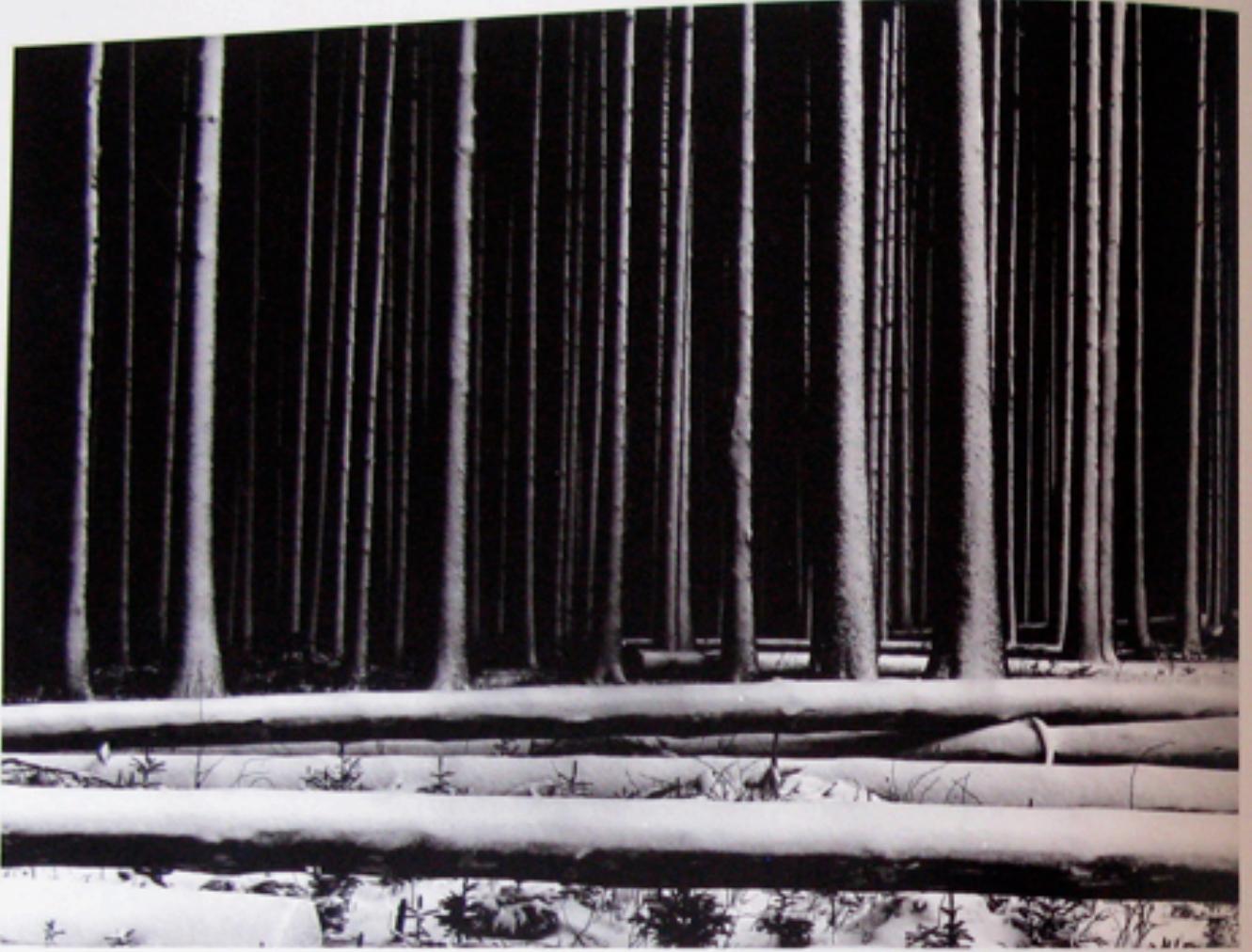
# Deconstruct and Simplify

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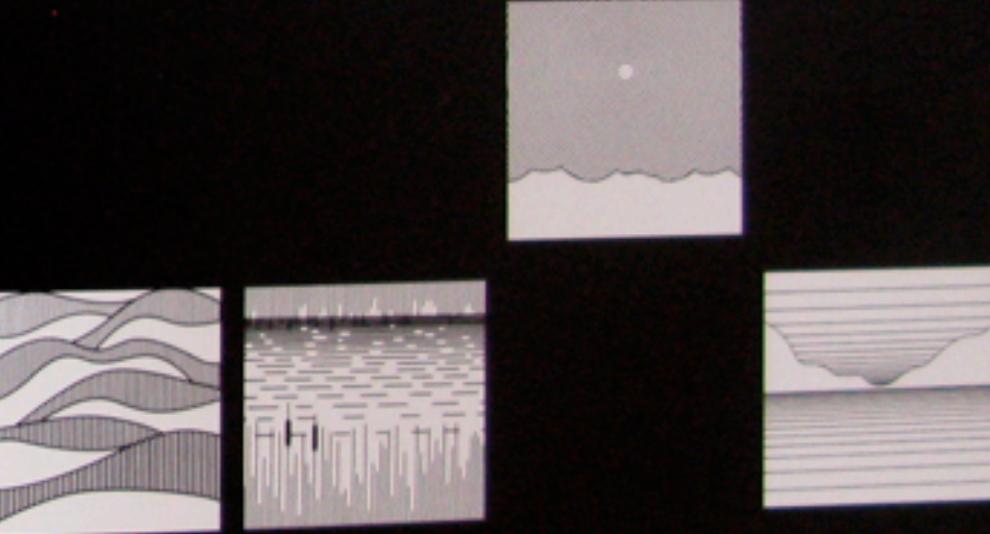
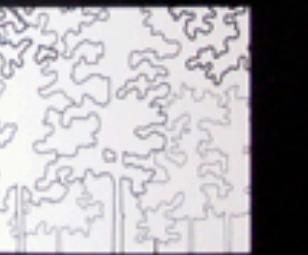
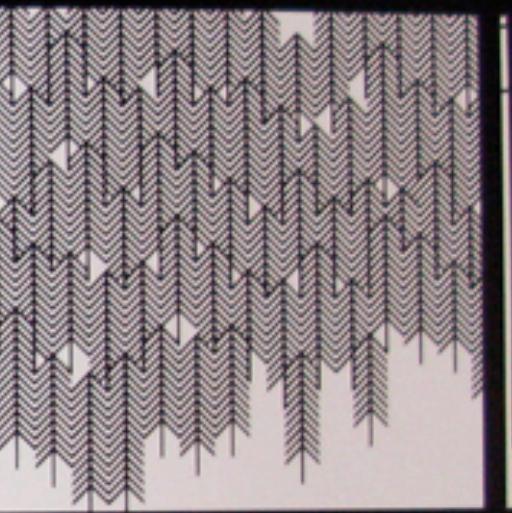
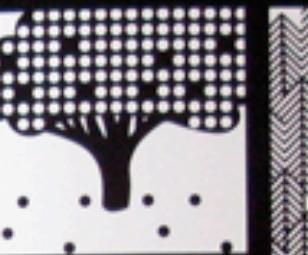
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Otl Aicher



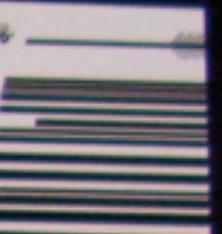
Opposite: Aicher photographs from the Ulmer Monatsblätter. Published in the 1950s and 1960s, the hoy pictograms are reminiscent of these early photographs by Aicher in terms of graphic concept.

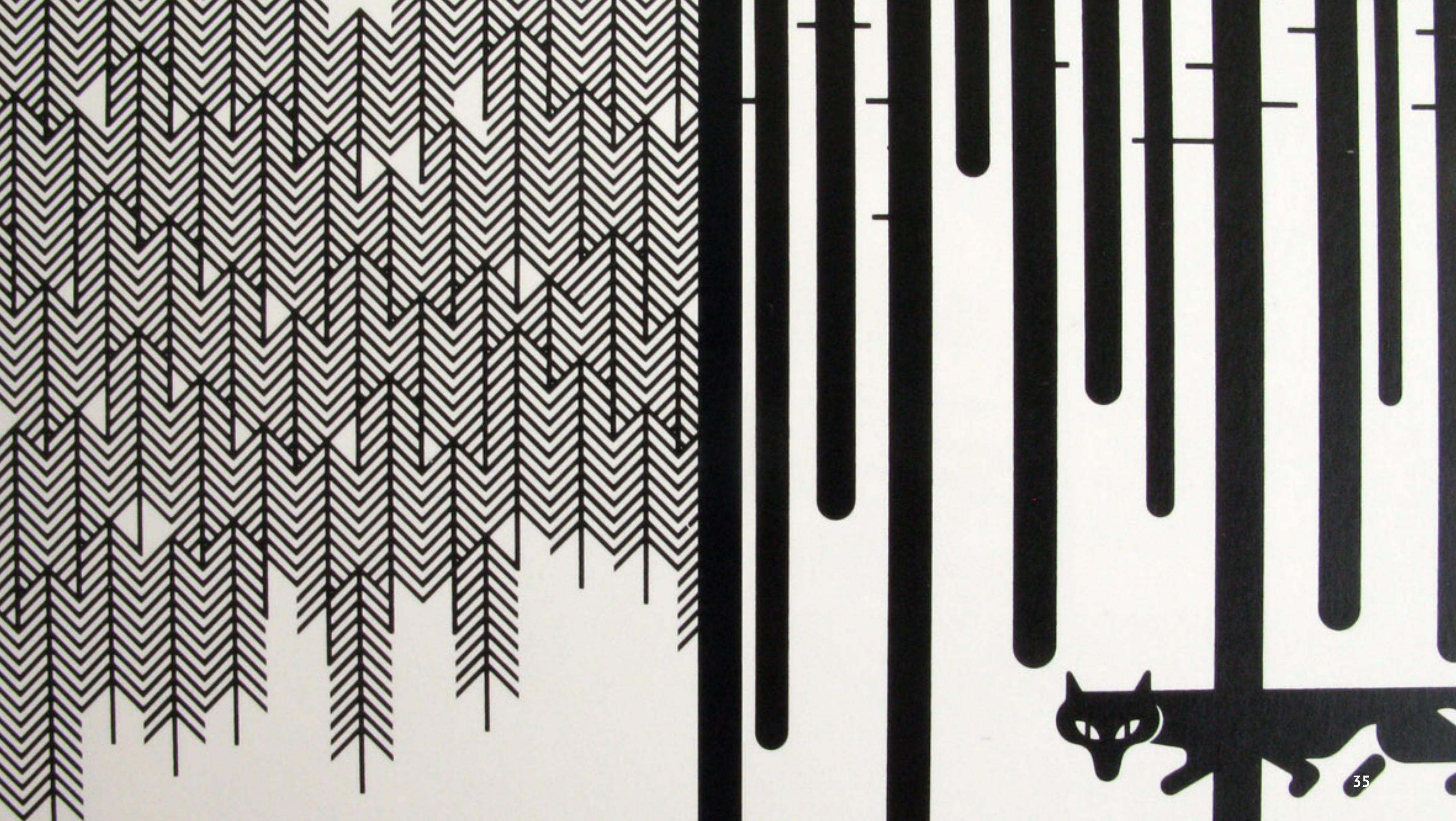
Right and below: hoy drawings. Aicher replaced conventional four-color photography identities for the town and tourist bureau with these graphic representations of landscape, providing a unique and flexible graphic system.

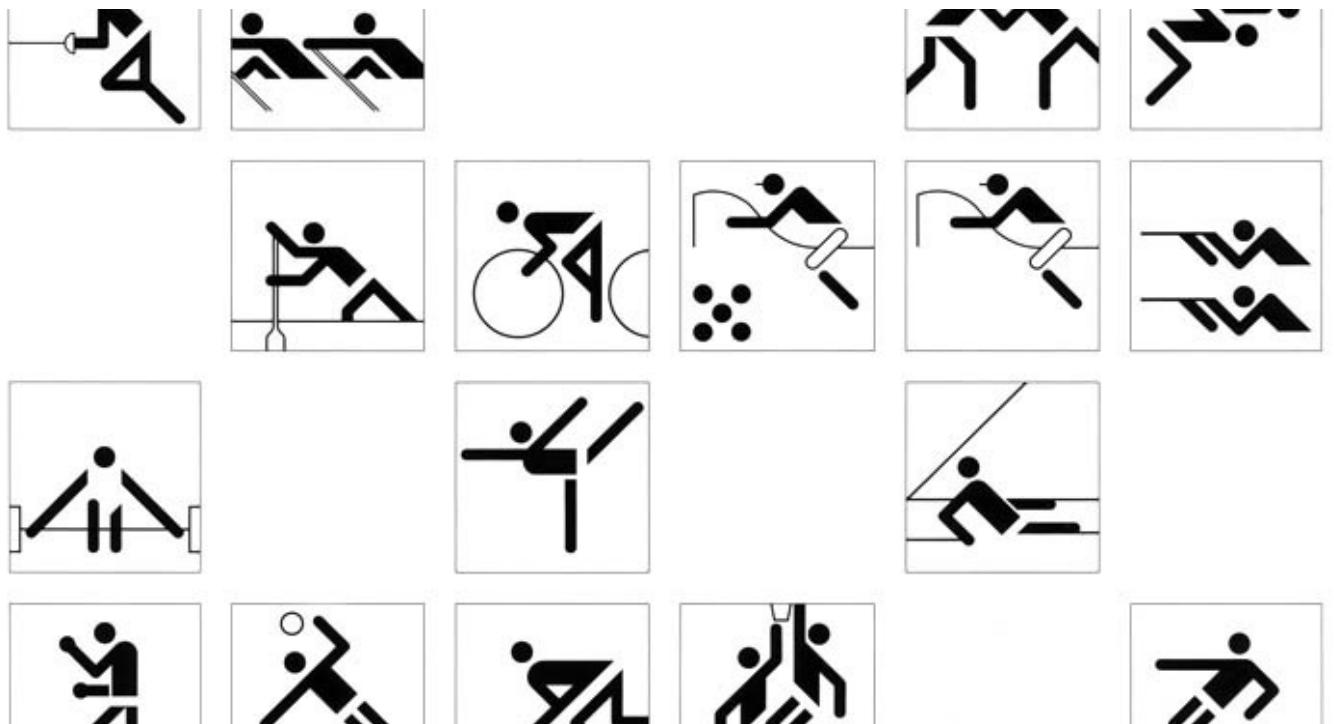
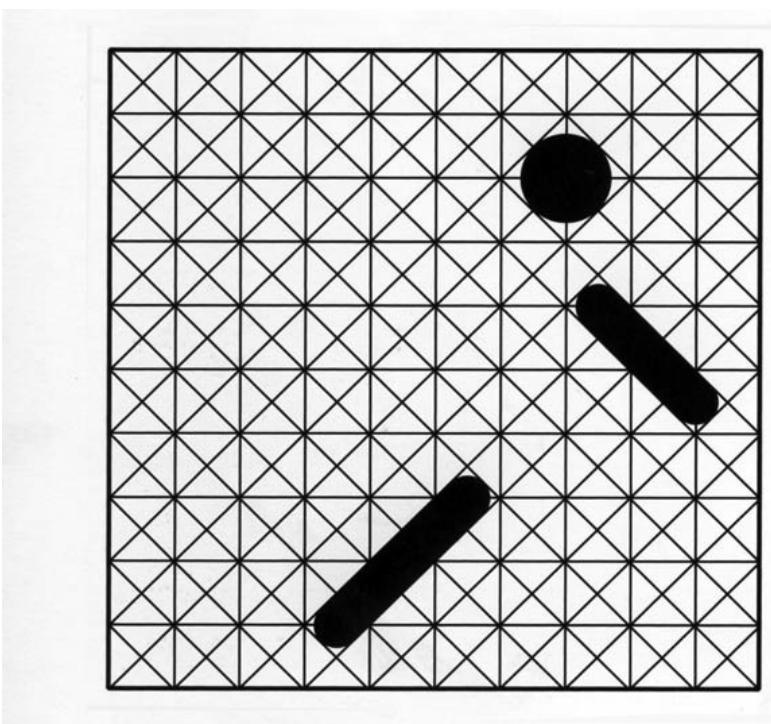


The 1950s and a Movement toward Abstractness

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# Interpret:

- To explain the meaning of...
- To conceive the significance of...
- To present or conceptualise.
- To translate orally (or visually).
- To offer an explanation.

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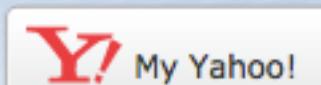
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# Read

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Barthes, R. (1993) Mythologies.  
Random House.

# Understand and identify

values, rituals & belief systems.

How might these be represented in visual form?

Univers  
Under  
Date  
11.08.11  
Market  
Research  
Systems  
Investigat  
Analy  
Exam  
reaso  
Subject  
Understa  
Skills appr  
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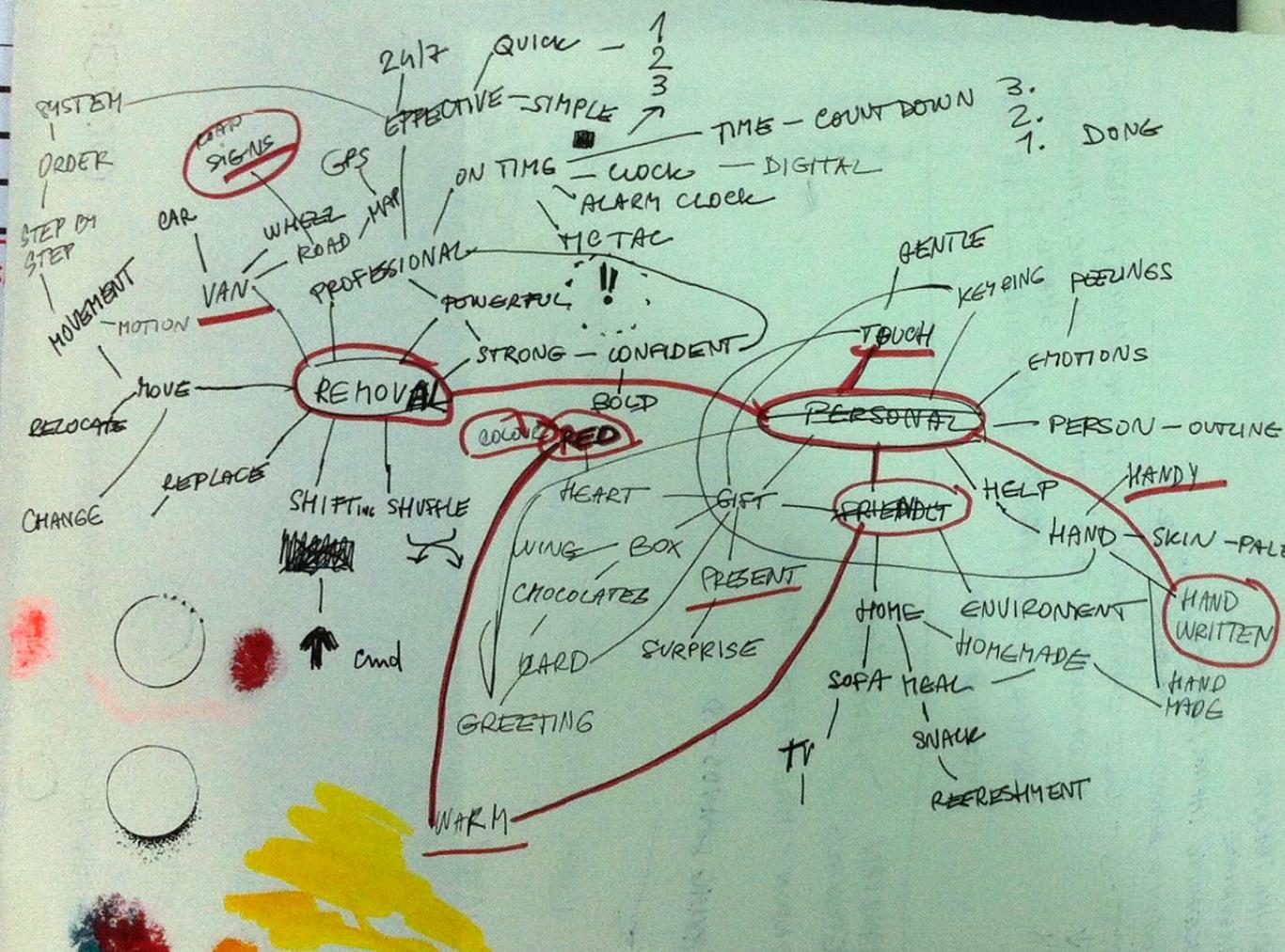
marketing 2

Analysis  
respo

people are hungry after  
information

Graphic designers are not just mail  
pages, they have become  
**DIRECTORS OF INFORMATION!**

Editorial



PASTICH  
[pre'sti:]

META-DISCIPLINARY

concerned with the concepts and

## LEARNING

MOVE

RE/MOVE/A(L)

VAN, ROAD, MAP

SMALL

INDEPENDENT

INDON

TOP BOXES/TAPS/TOOLS... SNACKS - REFRESHMENT

MYTHING IS POSSIBLE GET ABOARD - GIVE YOU A LIFT

DIY HELP BEYOND MOVING

STORAGE

4/7 SERVICE BEYOND LONDON? (WRAP/UNWRAP)

WHEN YOU ARE NOT HOME - IF NEEDED OWNERS - & TENANTS

BUSINESS RELOCATION

CALL OR BOOK ONLINE

PERSONAL TOUCH

NOTHING IS TOO MUCH TROUBLE

ONE MOVEMENT

1. BOX UP
2. MOVE
3. STORE & DIY

1.

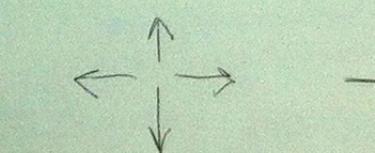
2.

3.

REMOVAL - REPLACE - CHANGE - SHIFT  
SHUFFLE - RELOCATE

1-  
2-  
3-

↓  
Short cut  
MAC?  
↑ end...



A→B

unrepeatable

TIME BASED MEDIA - MOTION IMAGE

(1)

# Define

Start to consider a set of parameters/ rules/ values from which you might start to extrapolate visuals, objects and characters that could form components for a the *world*

*(this is not to recreate "Africa", but using just the evidence a new world can be created from your visual thinking)*



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We are designing a set of rules,  
not designing a game...you then  
go out and experience and make  
stories

— Sean Murray (No Mans Sky)

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# Example

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Shepherd Fairey OBEY!





