Laurel Lawson
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DevNexus 2016

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Creating
the light
at the end
of the
tunnel

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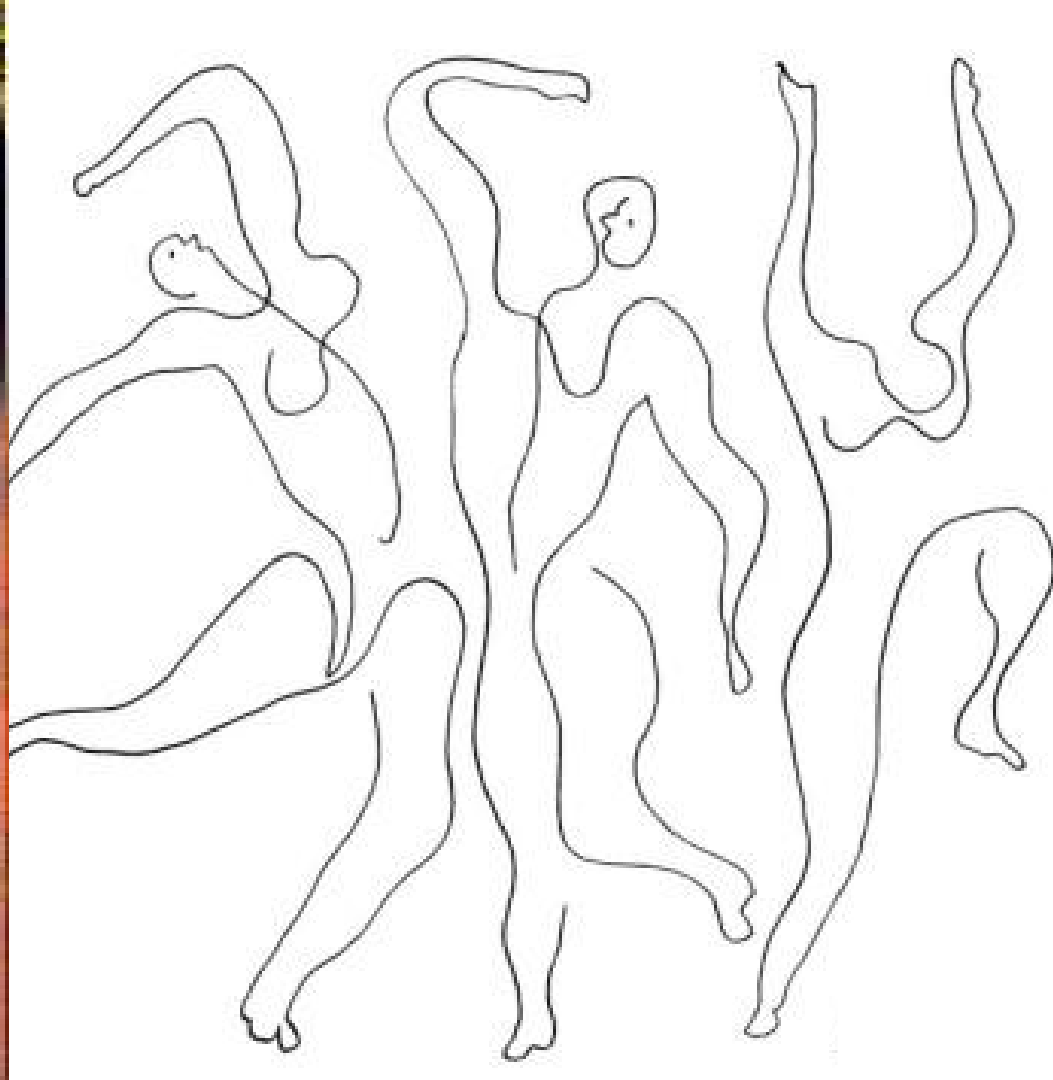
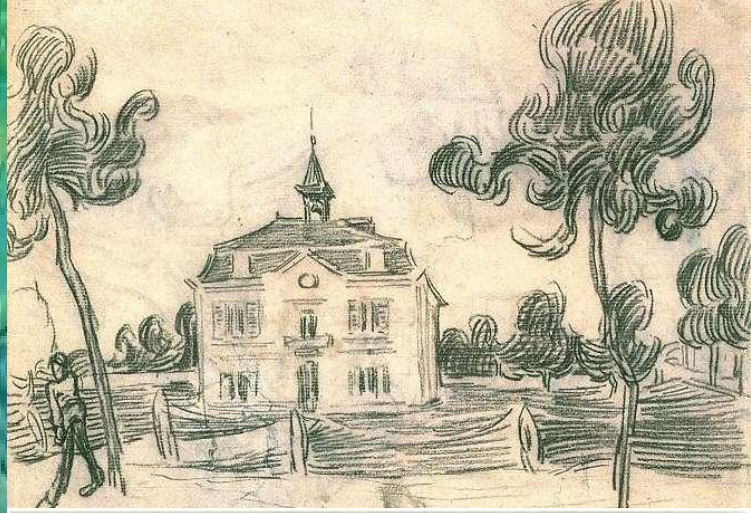
Design
is
communication





"Creativity is not a talent,
it's a way of operating."

John Cleese

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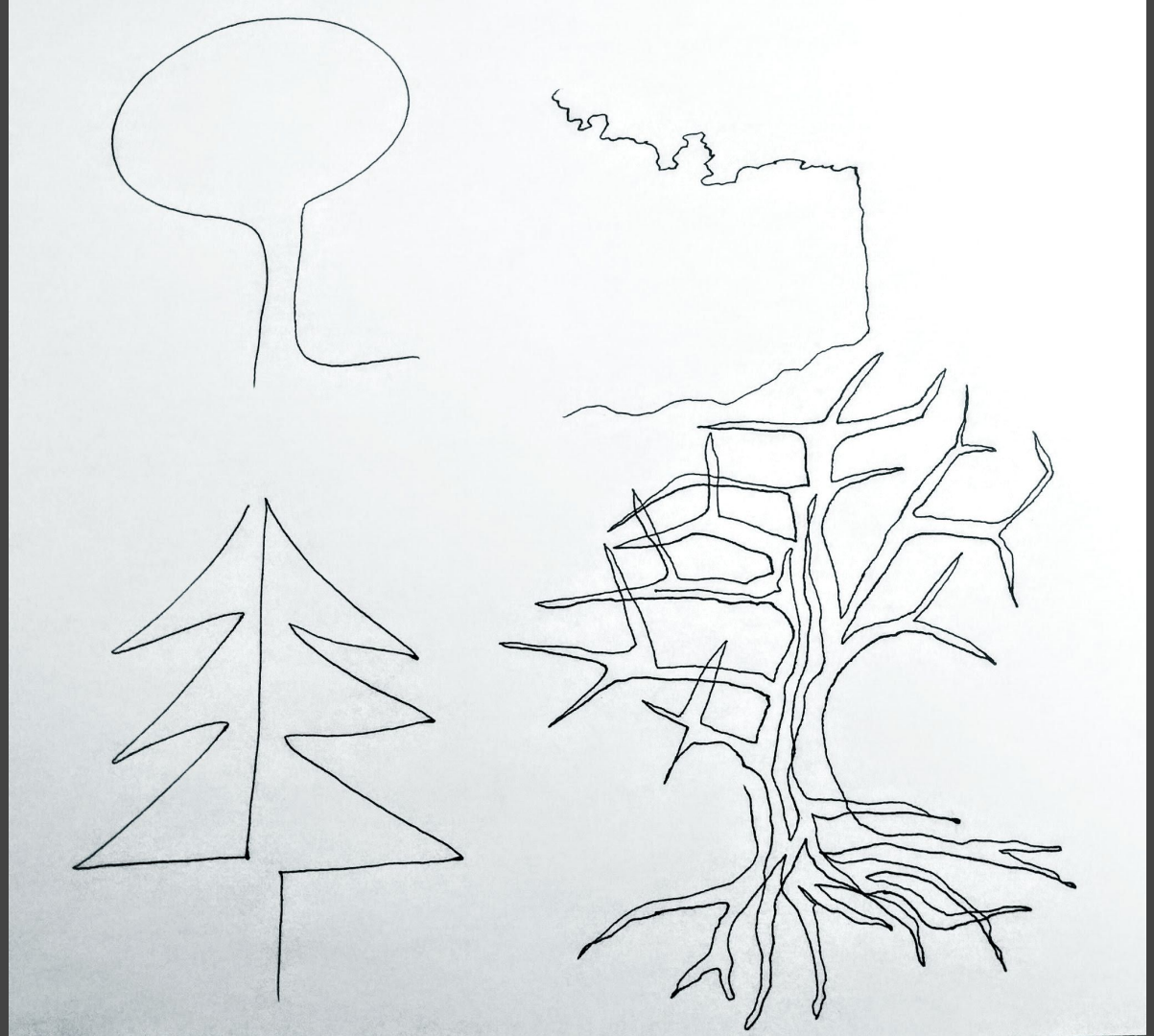
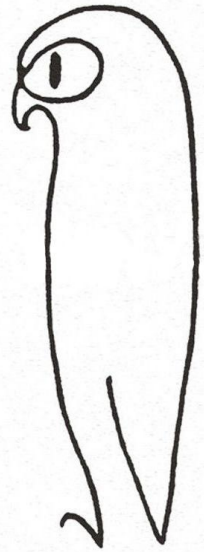
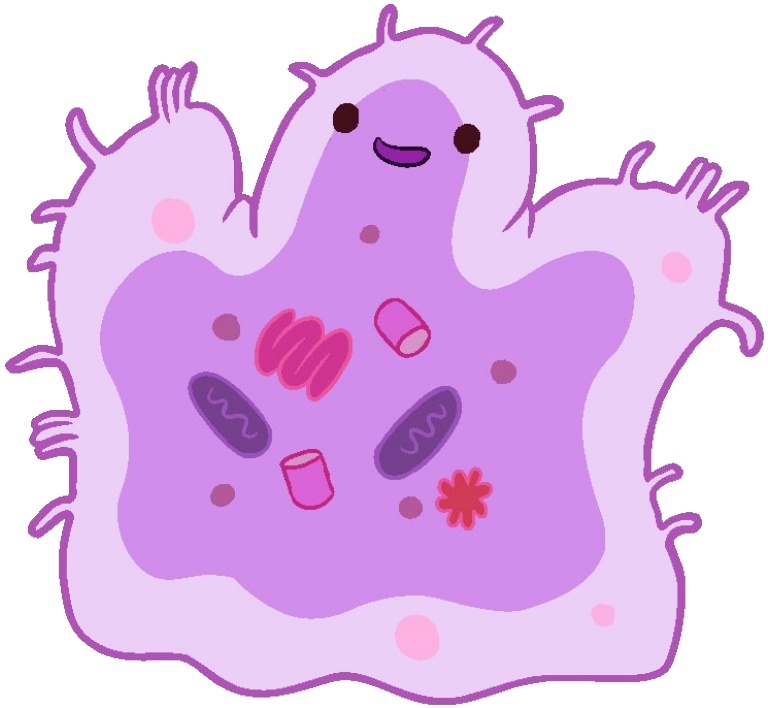
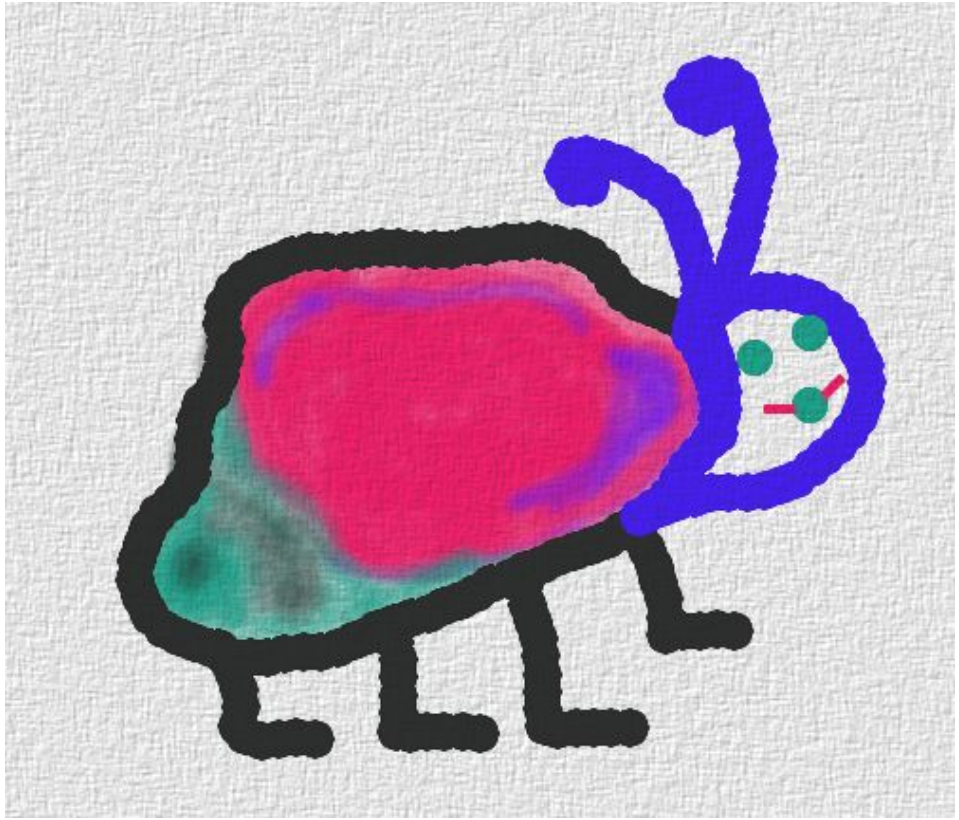
SKETCH









Fundamentals: pick (n<5)

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Line

Color

Form

Space

Size

Direction

Texture

Value

Balance

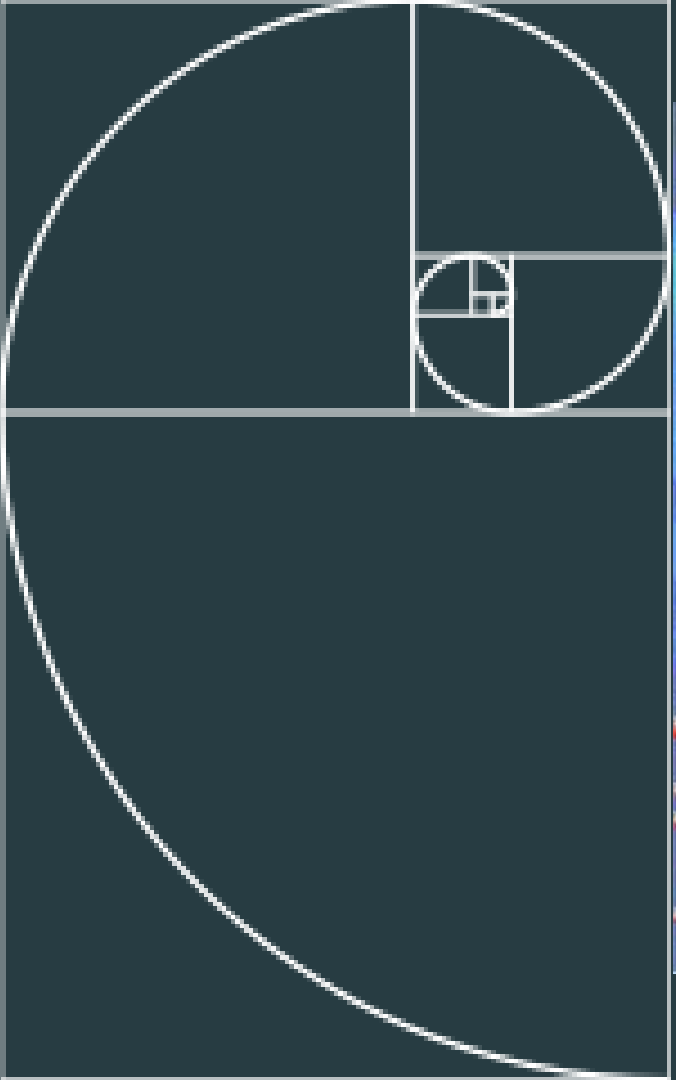
Hierarchy

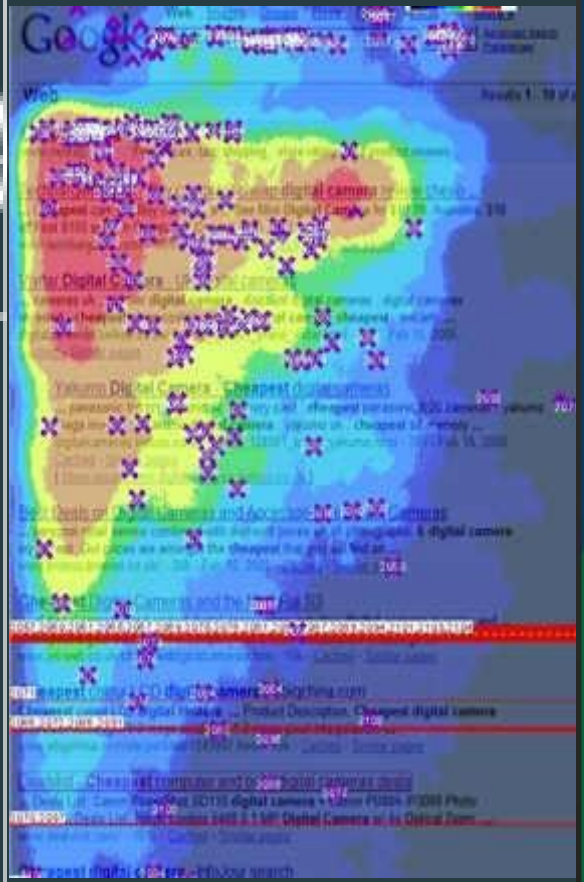
Unity

Gradation

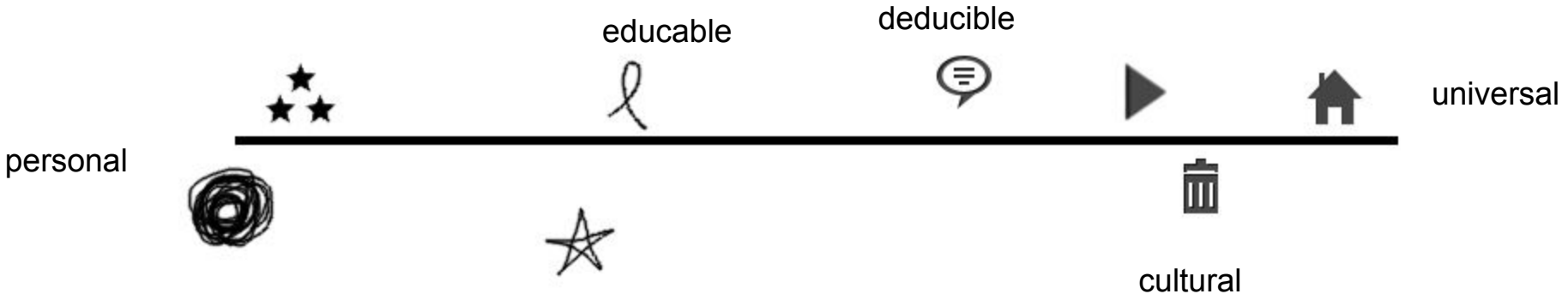
Repetition

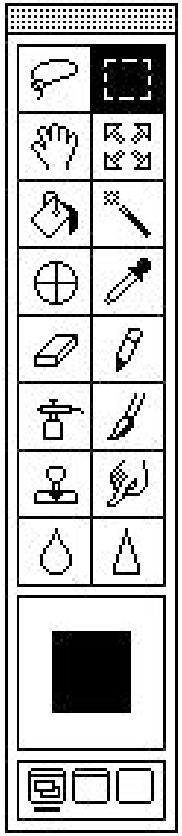
Contrast





Symbology and Iconicity





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Saturation

Incubation

Illumination

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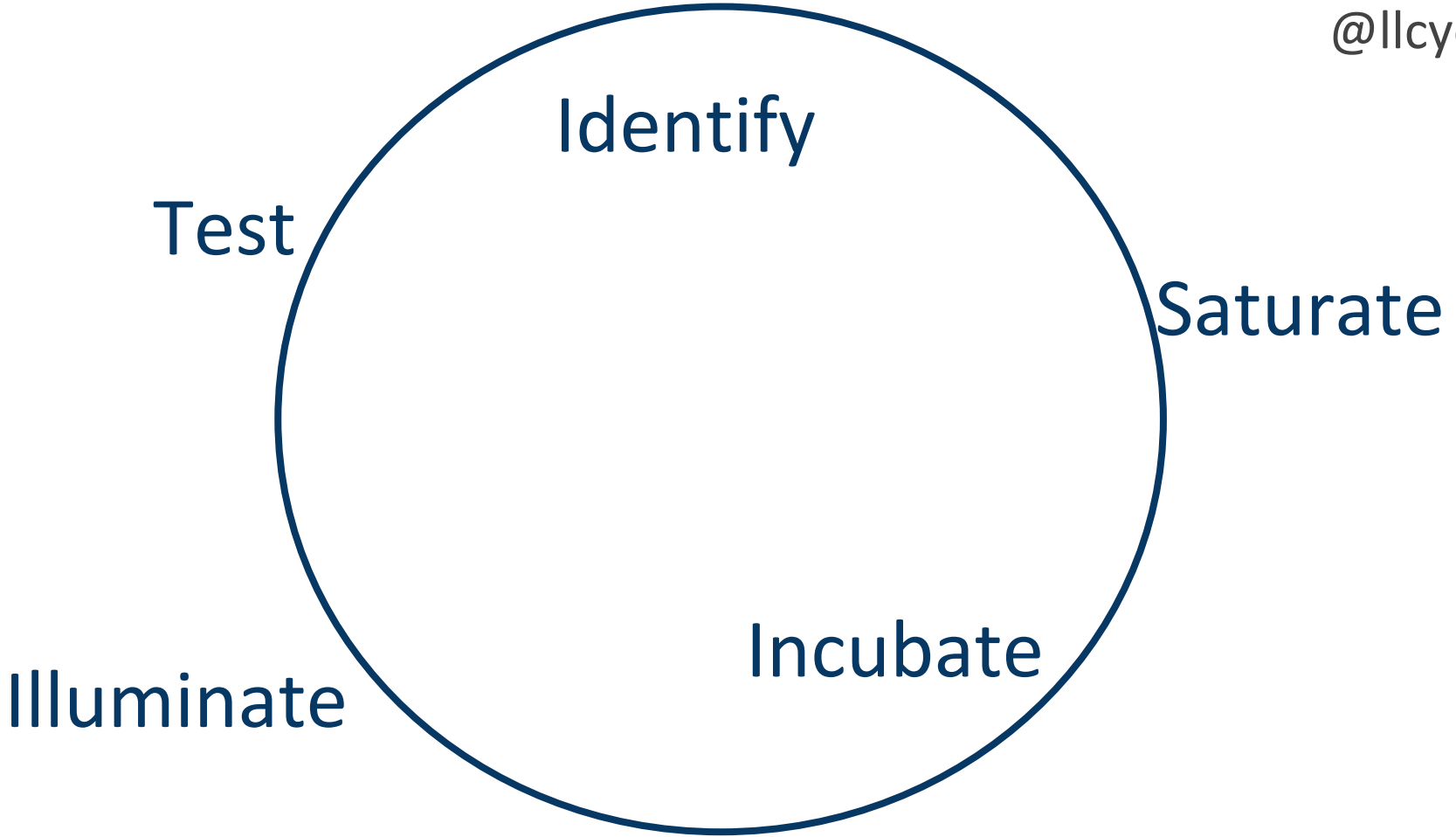

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Team

Process

Product

Facilitation: Lighting the Path

Language: Whys

Spatial: Walls

Visual: Sketch!

Story: Character

Laurel Lawson
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