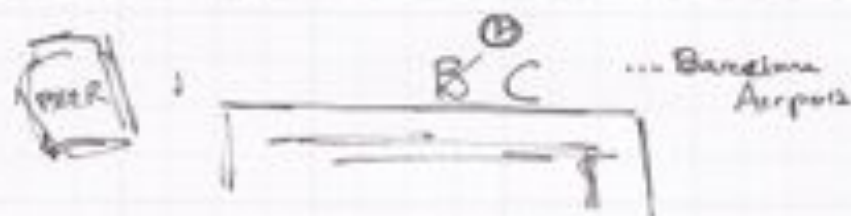
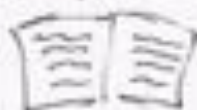


David Carson: Design, Discovery and Humor

Source: TED channel (YouTube)



Elicitation of design response



Expression

Graphic Design has become simpler



INTUITION is something
EVERYONE has ...



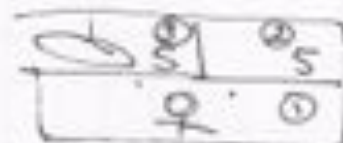


Vivid IMAGES of preceding world
INFORMATION GATHERING

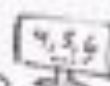
NIN



SURE SERIES



1 → 2 → 3 →



Sociology BACKGROUND
-- NEW DESIGN EXP

Microsoft



more human, improve image

Germany →



being bad, loses excitement



O lab lab

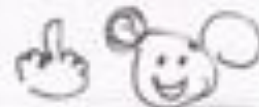
How Big Mags Handle Big Stories

People - 9/11



Juxtaposition





Love a car opener!

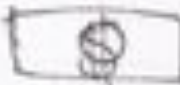


→ Simple
→ Power of design

UTILIZE WHO YOU ARE IN YOUR WORK

COURAGE



IF  not issue,
^{would}
~~also~~ you still be doing that work?