

# Creative Coding

## Topic statement(s)

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### Graphic designer:

An iterative graphic design process where computer code is the primary medium; resonating through the form of interaction.

### Generic:

Graphic design but with code.

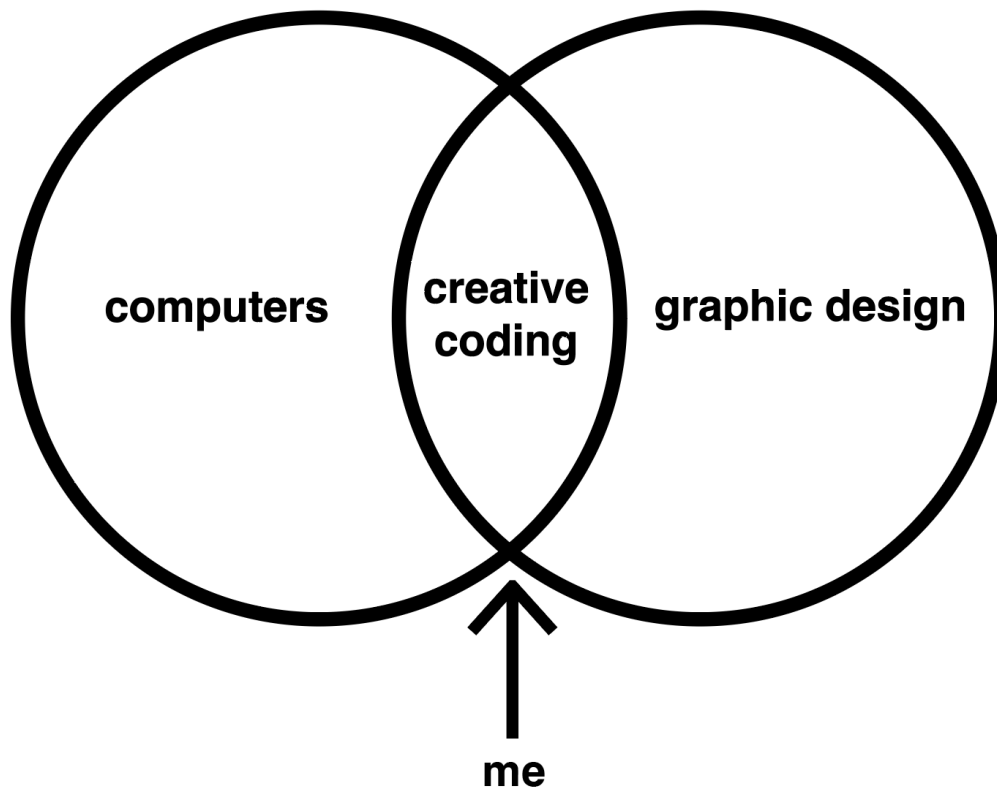
### Enthusiast:

An iterative graphic design process where computer code is the primary medium. (*same statement as graphic designer*)

## 5 Whys

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1. Fits Perfectly Within The Venn Diagram



The exact middle of the my niches and interests. Over the summer, I started the Harvard CS50 course, currently on week 7/10, and have been enjoying the learning experience way more than I ever expected to. This would have been the direction I go in regardless of whether I choose this as my senior project or not. On my current scale of interest programming is a 10/10 for me right now.

#### **2. Relatively Unexplored (especially so in the region)**

Similarly to ASCII, this is a relatively unexplored topic and even more unheard of in the region. Graphic designers have a tendency to shy off of using tech outside of their comfort zone in the Adobe suite not to mention learning how to code in order to create designs.

#### **3. An Incredibly iterative process**

A senior project is all about investigation, discovery and iteration and that is exactly what the process of "creative coding" is. This process is not only reflected when it comes to learning the skill but also executing it.

#### **4. It Matches My Style of Design**

While not everyone is fond of my textured, filtered and layered (preferred) style of graphic design it's by far my favorite. "Creative coding" (*I will rename this genre*) does tend to have the same aesthetic I often strive to achieve in my work just by the nature of how it is created.

## 5. The Why Not Is the Why

While I'm confident that it is something I can learn and do in year (*I have familiarity with coding*), it still is a risk since it's way harder to predict the outcome but this also is another reason why I think I should do it. It's exciting, requires a lot of iteration, practice, research and work. The skills I will learn here will benefit me in the long run whether it is for designing my portfolio, other web or app design projects, creating software or potential for a more technical *career shift(ish)*.

There are courses made by designers, namely Tim Rodenbröcker, that I have started taking that walk you the process of learning this new medium.

## 6. Interaction Drives Resonance

### What's unique?

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How often have you heard of someone making graphic design work with code? Coding is overlooked as a medium for graphic design and designers usually stick to the software they're familiar with, i.e. the Adobe suit. It steps far beyond the comfort zone of the majority of designers, making it a rare medium for graphic designers. This topic is an intimidating one to most designers who are not comfortable with computers or tech in general especially due to its learning curve. It requires a lot of time, research, iteration and practice.

### Audience

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People who have a combined interest in design and computers are the primary audience. While I am aware its niche, creative code tends to have an aesthetic that is captivating and stands out in comparison to other more traditional approaches and mediums of graphic design.