

FINDING INSPIRATION IN DEAD STUFF

Design Talk with
Aaron Draplin

Demographic

Designers.

The type of designer viewing this interview would be somebody not in fashion or in manipulated corporate design but rather somebody into creating something beautiful in an original way. This can also appeal to artists that use nature as a form of inspiration.

This interview is directed to everyone in the design world but I feel as if old school graphic designers as well as typographers who still use letter presses. These types of designers would appreciate the craftsmanship and ideology behind Aarons work.

Goals of the Interview

To enjoy doing your own thing, going against the grain, manifesting your own esthetic. He also points out that a lot of design is just for show now-a-days and that you should always stick your root and never compromise design before function

Interview Layout

The interview was questioned very casually, just like Aaron Draplin himself. The elements that were most hierarchical were the Question and The subject sentence (usually said in a corksy way). This catches the readers eye the first I believe. This also appeals to the demographic of this post- anybody who can handle humor with design. The colors of the webpage could've been executed better. I feel as if the solid black and light grey give too much of a corporate feel. I think using earthy tones within the background would rust it up nicely. The images are layed out after every question. Only once I saw Aaron's designs juxtaposed. I think this technique could've been done more because its easier for the user to enjoy instead of just one image laying flat after a block of text.