Quotes By Designers

Introduction

**[ Why I made this, where this is made , mention some of the upcoming artists ]**

The reason why we listen to other people’s talk on stage is that we want to learn. We know or maybe seen some work of the person on stage, and by listening to them we can learn from their mistakes and victories. Applying the things they learned to our life.

A great moment to hear designers of all sorts tell their story was the UsByNight [When?] ]design festival in Antwerp. Only their second edition, the event attracted thousands of people from all over the world. Over the course of 3 days it hosted speakers such as Gavin Little (echolab), Ine Cox, Ferry Gouw, studio CATK, Neville Brody, and many many more.

The following posts are built around the quotes that I wrote down while attending the talks. I divided the quotes into topics that I felt “veel naarboven gehaalt ”throughout the many talks. The first set is about the different learning processes used and using them to explore new things. The second one is about the system the designers are using to guide them through projects or give them inspiration. The last section is getting jobs creating the things you are excited about versus assignments just for the money.

***LEARNING***

All speakers strongly emphizied the importance of continouous learning and shared common practices that they use to sharpen their skills. Ranging from meticulously studying a specific technique to throwing themselves on a totally “iets waar ze nog nooit aan hebben gewerkt” project.

“I never did any animation work in my life, so I said offcourse”

- Ferry Gouw

Before Ferry Gouw was asked to make an animated video clip of Major Lazer he never did animation himself. He was already used to drawing the Major’s universe but now had to add time and movement to them. To learn this new technique he began analyzing old animated series frame by frame. He learned how much motion there was between frames and calculated how much frames he needed to make for the entire first Major Lazer clip.

“We never say no to a project that seems technically difficult, we just see that as a challenge.”

-Beyond.io

Beyond creates experience design and is faced with crazy ideas from clients or their own creative team on a daily basis. Almost every project invloves making custom elektronics and software and sometimes even custom machinery to achieve their goal . After they laid out their plans, they begin by quickly prototyping the different components separatly. Then they test if all the pieces work together and design everything to fit the final product. The result are projects that are impressive not only from a design standpoint but also technically \_\_\_\_\_

“Always keep on learning new things”

-Beyond.io

Now more then ever the ability to learn new stuff has become ultra important.Self inititiating a new project can be a good parcourse to learn within . Learning for the sake of learning can be good, but doing it in the context of project can be easier and more fun to do. Not only gives it an incentive to do it the best you can, because the new thing must fit the rest of the awesome project. The new thing must fit the rest of the project so the incentive to get it is there. And seeing the new thing allongside the other elements in the already awesome project gives immidiate gradification.

“We are guided by our previous experiments”

-Beyond.io

The diffuculties overcome in the previous projects all gives the team experiences and new skillsets to be used in future projects. They can serve as an inspiration when stuck on part of a project or as a spark to start something new. Experimenting with new techniques for the sake of experimenting. Because there are still many grey areas in exploring a new teritory you stop and think about them more instead of rushing by them when it is something you have done a hundred times. [refer de Ine Cox’ screencaptureing].

“Sometimes exploring is listening really closely”

-Hugo & Marie

Whem something has become an acquired skill, it can be very bennificial to stop and think about a certain technique and sharpen and go deeper, looking if there’s ways to improve and or using this in another context.

“I'm a shit filmmaker but I will grow”

-Hugo & Marie

Being shit at something is not a bad thing, everybody who is amazing now at whatever they do was terrible at some point. Even at an age where people think the time has passed to become any good at a skill, being a creative or any other, it’s not to late. Think about where you want to stand in two years and start today.

“I Try to capture the easthtics of what the program is creating for me.”

– Ine Cox

Ine found out that taking stills from a work in progress captured a unique aesthetics and uses it as a base for future work The visuals of the renderring and schafolding she used in various programs appealed to her and started saving those. She printed the digital images and keeps them in a binder allong with her finished work. She uses the binders as a reference and goes through them when looking for new inspiration instead of scrolling through Tumbler.

***PASSION***

***Is what I'm doing cool?***

*We are guided by our previous experiments*

*We overdeliver*

*It's an art agency, but it's still a business*

*Not everything is about counting, not everything is about popularity*

*We want out personalities to shine through*

*You feel all your work needs to pay off*

*You choose to do something for the meal or for the reel*

*Even personal art is a project to advertise*

When dealing with clients, compromises have to be made , this is a source of conflict

Self initiating projects

Don't work on commercial work for free.

They're the best client, They're like do what you want.

We have a commercial horse that funds the creative horse

Succes doen't always mean numbers

***SYSTEMS***

I take stills from my process

We devolloped a bible for everyone to draw like me

I print my digital art and keep them into binders, whenI'm I go through them instead of finding my inspiration on tumbler, I call them my darlings

reclaiming old narratives with new ones

You have linear creatives, my work is more like a spiral

Animation itself could be generative

We make as much shit a possible

We're creating tool, not only for ourselves, but for others to use

All of our work is based on systems we created

Going through narratives, evolving , using stuff from the previous design in the next projects.

We developped libraries of modules, so multiple different sites could be created based on those modules