

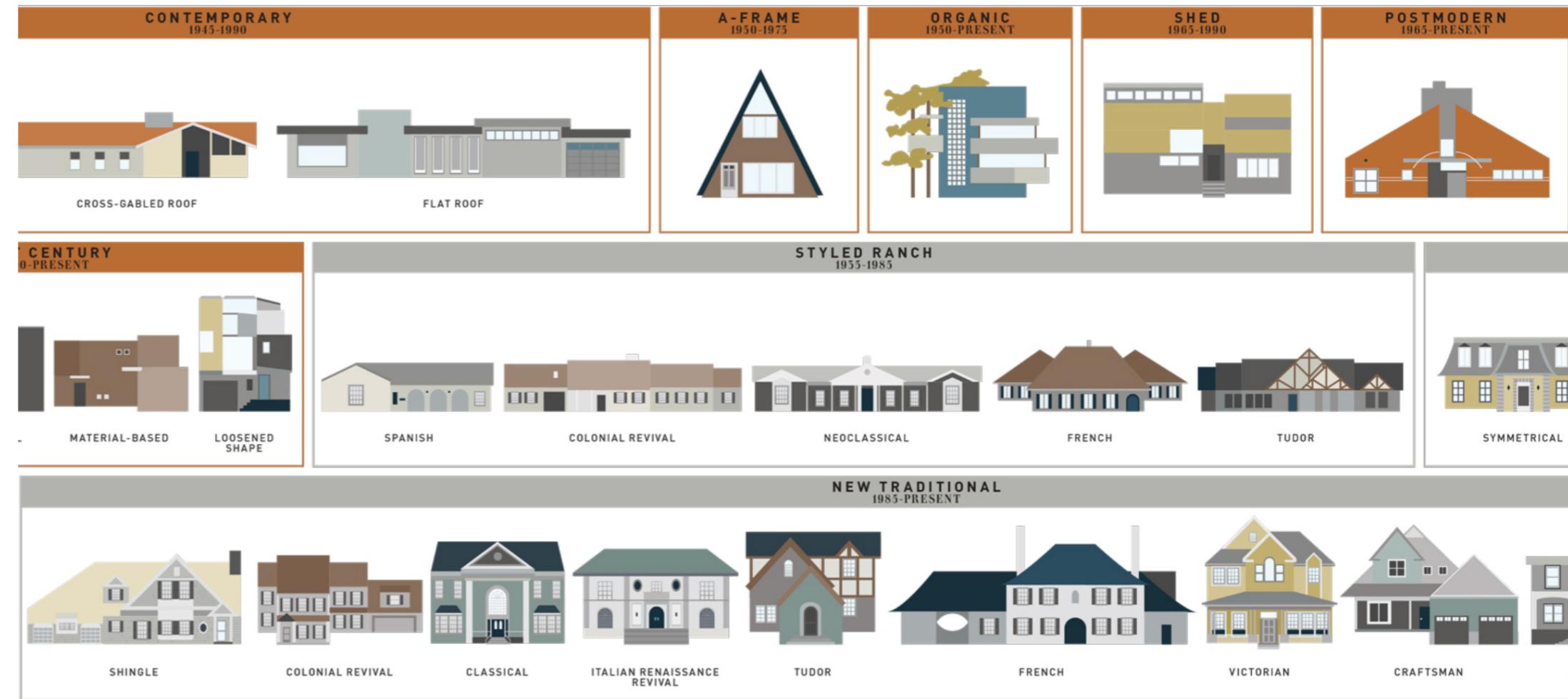
An Intro- duction to the Creat- ive Proc- ess

RESEARCH AND IDEATION	BRAINSTORMING AND DEVELOPMENT	REVISION AND REFINEMENT
<p>Also known as “type-studies”. The act of investigating existing works or designs, analyzing them, determining why they are successful, and applying elements to your own work.</p>	<p>There are several methods for jumpstarting inspiration. Free association, brain maps, and design sprints are all effective.</p>	<p>The first drafts are good ways to get feedback, implement change, and refine the work into a final piece for presentation.</p>



BROAD TYPE STUDY

A more general study looks at larger scale movements. The below is a study of American residential architecture in the last half of the 20th century.



FOCUSED TYPE STUDY

A focused study might look at one particular style or theme in depth. For example, the above is a study of International Style (Swiss Design) posters.

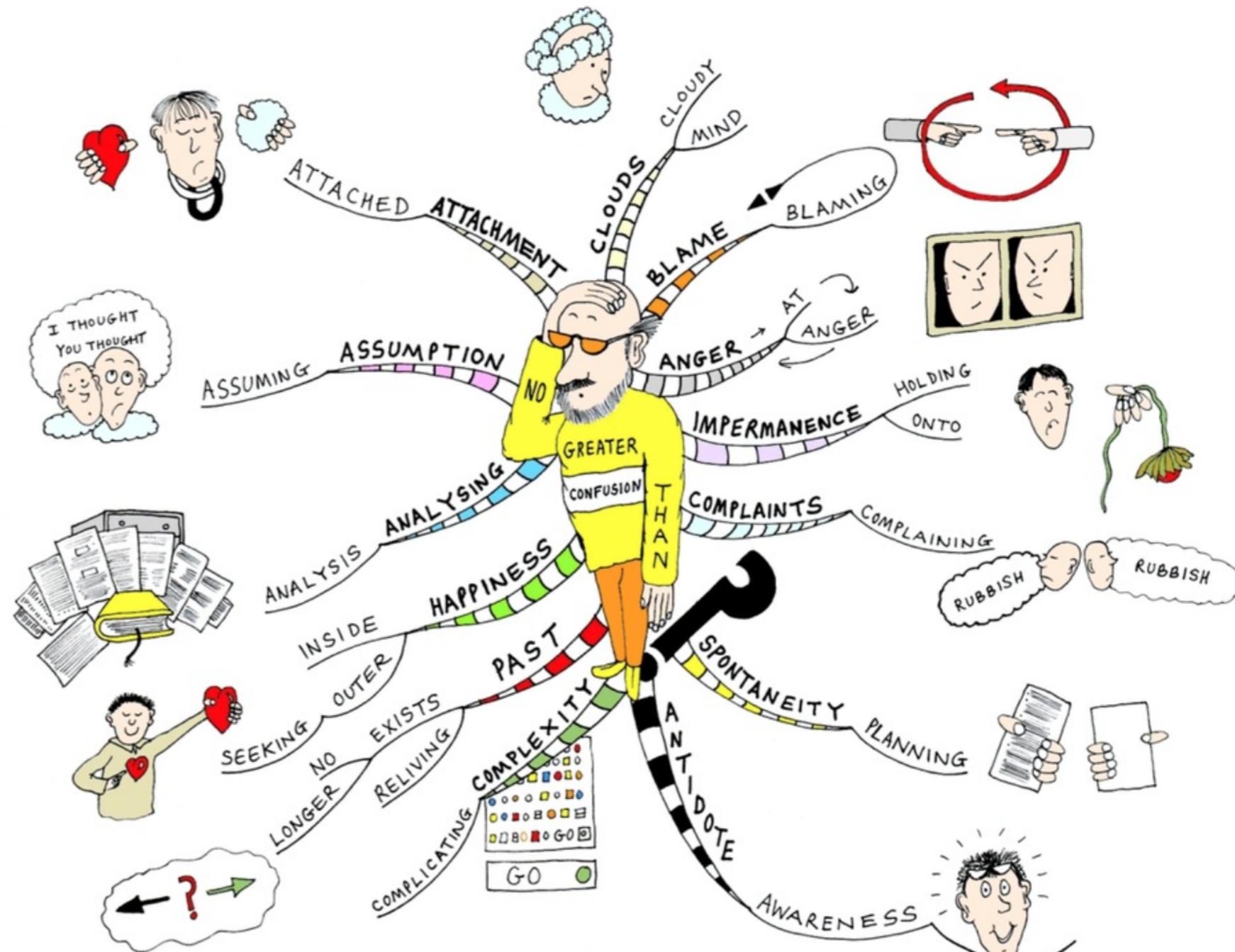
TYPE STUDIES SOLVE PROBLEMS

Your type study is a baseline for identifying the problem, and understanding solutions that others have applied.

	Reaction The Association Method	Reaction.	Reproduction.
head	9	foot	part of the body
green	11	blouse	light
water	14	clear	
to sing	6	children	I, tall
dead	11	do not like	
long	6	short	room
ship	7	forth	
to pay	9	bills	
window	9	room	
friendly	10	children	
table	9	chair	
to ask	10	all kinds	
cold	7	warm	
stem	6	flower	
to dance	9	I . .	
lake	8	Zurich	
sick	8	sister	
pride	6	people	
to cook	7	woman	
ink	5	black	
angry	10	children	
needle	9	to prick	
to swim	10	healthy	
voyage	9	England	
blue	10	pretty	
lamp	6	light	
to sin	8	much	
bread	10	good	
rich	9	nice	
tree	6	green	
to prick	9	need	

MIND-MAPPING

Mind mapping is a way of organizing concepts as they come into being. It is quick, and allows for an artist or designer to recognize themes.



FREE ASSOCIATION

Is a way of generating concepts quickly. First, write down the project brief, those goals and the problem that need be solved, and then spontaneously list words that come to mind.

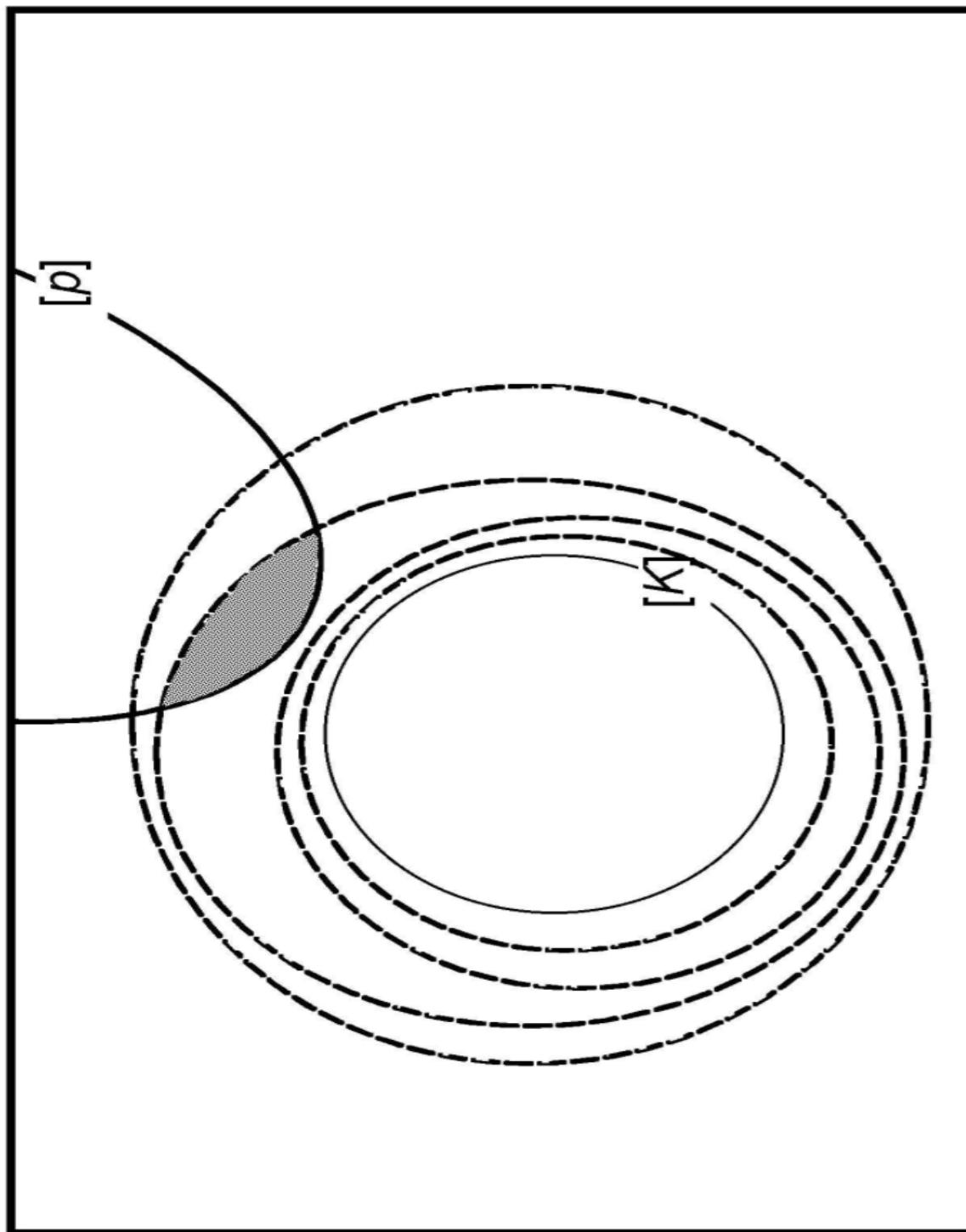


DIAGRAM 2. Sphere-based revision of K by p .

REFINEMENT

Refinement is cleaning up your techniques to produce a work at the highest possible level.



Sh About to Rise, 2013, by Fred Hatt, details of sketch and final version side-by-side

REVISION

Getting feedback about a work is an excellent way to improve it; after all, visual arts are about communication. If other people aren't understanding what you're saying, it might be prudent to revise!