

Research and Concepts

Graphic Design





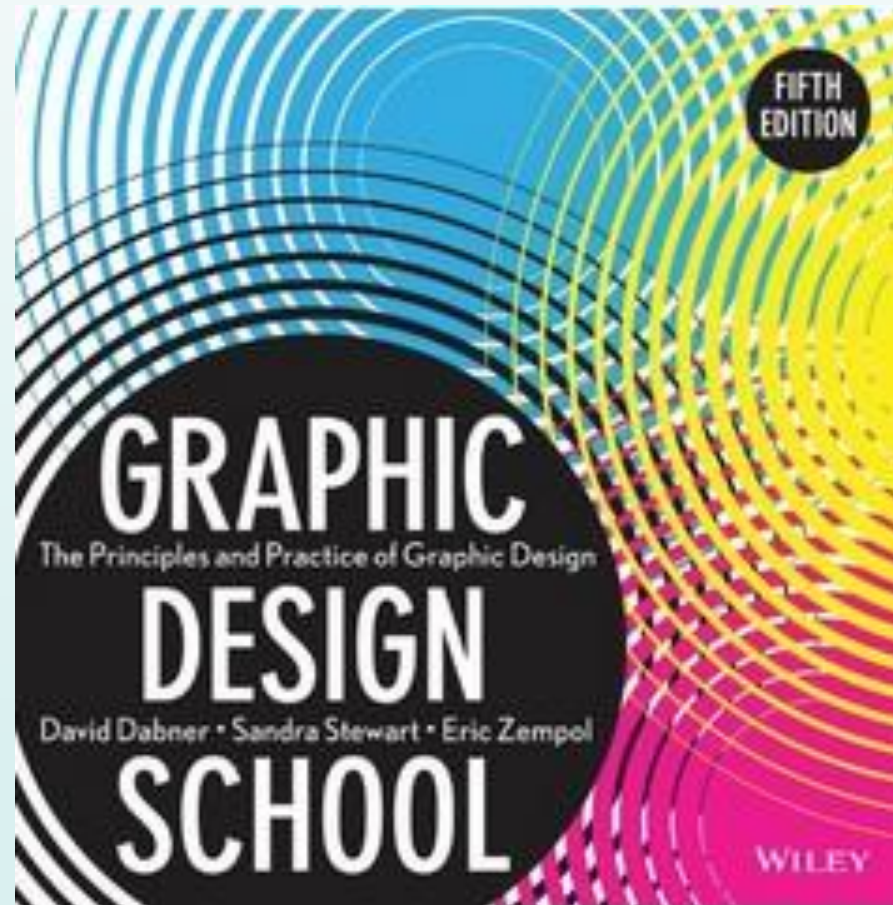
Muryan Awaludin

- › SDN 09 Petarukan Pemalang (1997)
- › SMP PGRI 5 Petarukan Pemalang (2000)
- › SMK ISLAM Pemalang (2003)
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Textbook





Course Outline

1. Basic of Research
2. Linear Reasoning
3. Exploratory Drawing
4. Visualizing Ideas
5. Theories of Image and Text
6. Audiences, Market, and Concepts
7. Scheduling, Organizing, and Finalising

1. Basic of Research



1. Basic of Research

“Broaden **your outlook**”



Designers who seek information from the greatest range of **references are those who successfully communicate** with people of all ages, professions, and lifestyles, and who properly contextualize their design work.

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1. Basic of Research



- Read about events from multiple sources
- Be open to new experiences
- Share ideas and listen to people
- Be Responsible



1. Basic of Research

RESEARCH TECHNIQUES	
Primary sources/ Factual research	Secondary sources/ Factual research
<ul style="list-style-type: none"> • Previous knowledge/opinion/ memory • Observation • Conversation • Analysis • Role-play • Interviews: in person or by email, online chat, or phone • Questionnaires • Focus groups • Commissioned video/written diaries (first hand) • Ethnographic research (“deep hanging out”) 	<ul style="list-style-type: none"> • Museums, archives, collections • Newspapers, magazines, journal articles • Published interviews • Films, TV broadcasts, theater • Transcripts/recordings of film, TV, radio • Books • Music • Internet: blogs, websites, forums, magazines • Surveys • Statistics • Organizations, agencies, gatekeepers • Lectures, public debates, conferences



1. Basic of Research

Primary sources/ Visual research	Secondary sources/ Visual research
<ul style="list-style-type: none">• Photography• Drawing/sketching• Media experimentation: 2D and 3D• Rubbings/casts• Typographic experimentation• Compositional experimentation• Image manipulation• Photocopying• Video recording• Audio recording• Writing	<ul style="list-style-type: none">• Exhibitions• Images/photographs from magazines, books, leaflets, Internet, billboards• Work by other designers/artists• Printed maps/diagrams• Ephemera (e.g. tickets, receipts, packaging)• Found or bought photographs, postcards, posters, drawings• Imagery taken from films, video, performances• Architecture



1. Basic of Research

“Record it all”



Constant, direct observation is **one of the most important tools** a designer uses, and learning to look at anything as a designer requires attention to minute detail

2. Linear Reasoning



2. Linear Reasoning

In the initial stages of **concept development**, the two main ways to approach a design brief are to **use linear reasoning** and **lateral thinking**

Lateral thinking: Suatu bentuk penelitian dimana penekanannya secara tidak langsung, bentuk kreatif penyelidikan dan pemikiran

Linear reasoning: Suatu bentuk pemikiran yang mengisyaratkan **proses berpikir strategis**, di mana langkah demi langkah logika digunakan

2. Linear Reasoning

Contoh:

- › Desain logo untuk Museum Folklore. Ini harus elegan, ringan, dan cukup aneh untuk menarik keluarga, tapi cukup canggih untuk menarik peneliti dan akademisi dari cerita rakyat

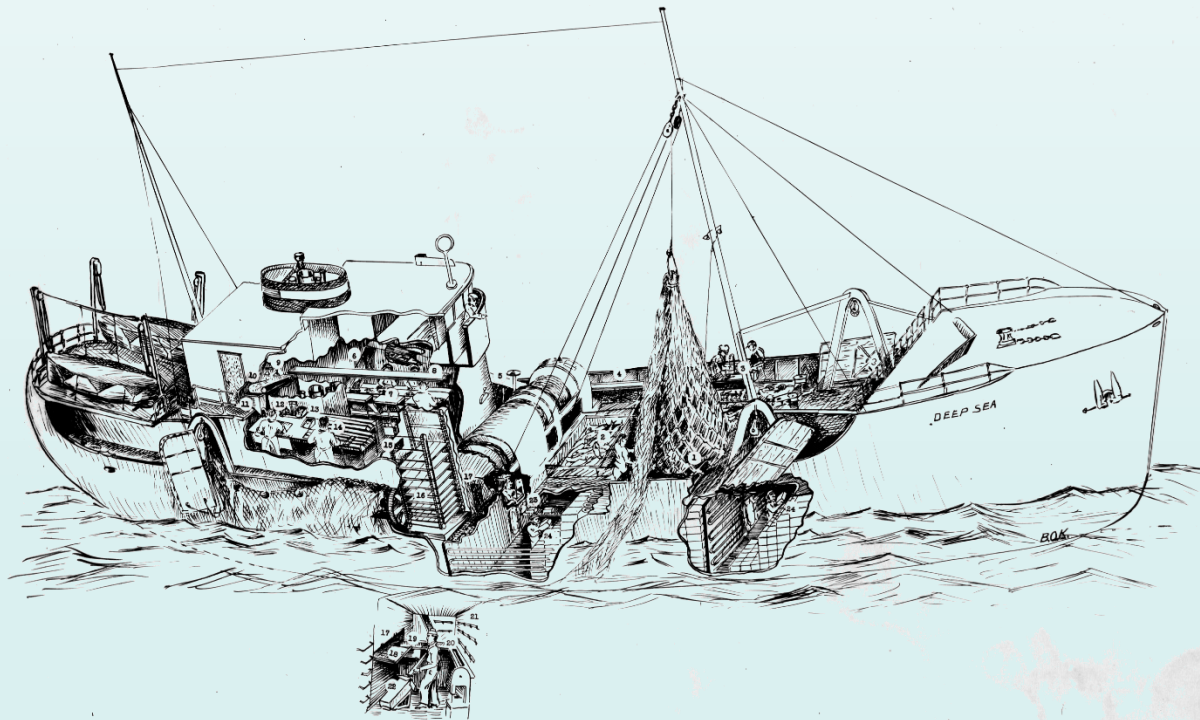


3. Exploratory Drawing



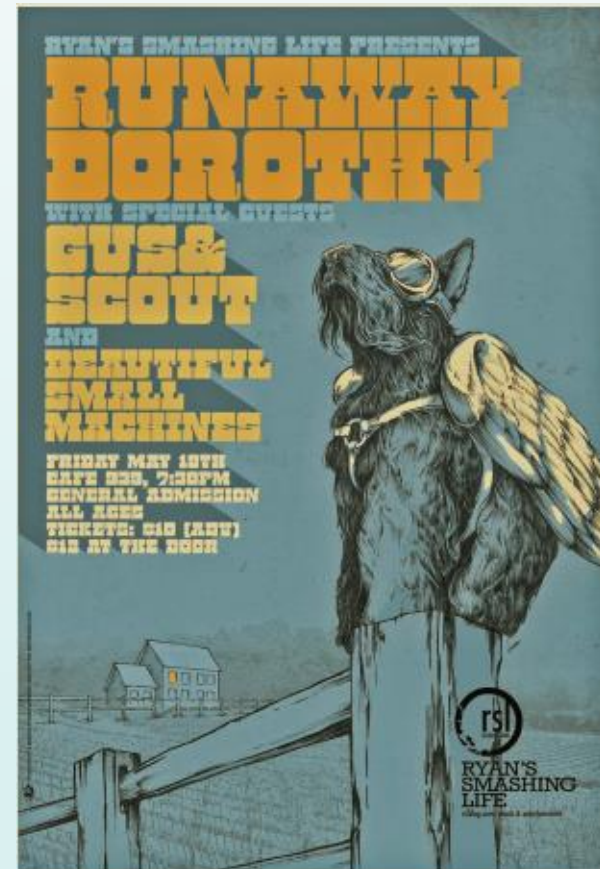
3. Exploratory Drawing

- › Exploratory drawing is **a means of translating** the outside world and of giving concrete form to abstract ideas



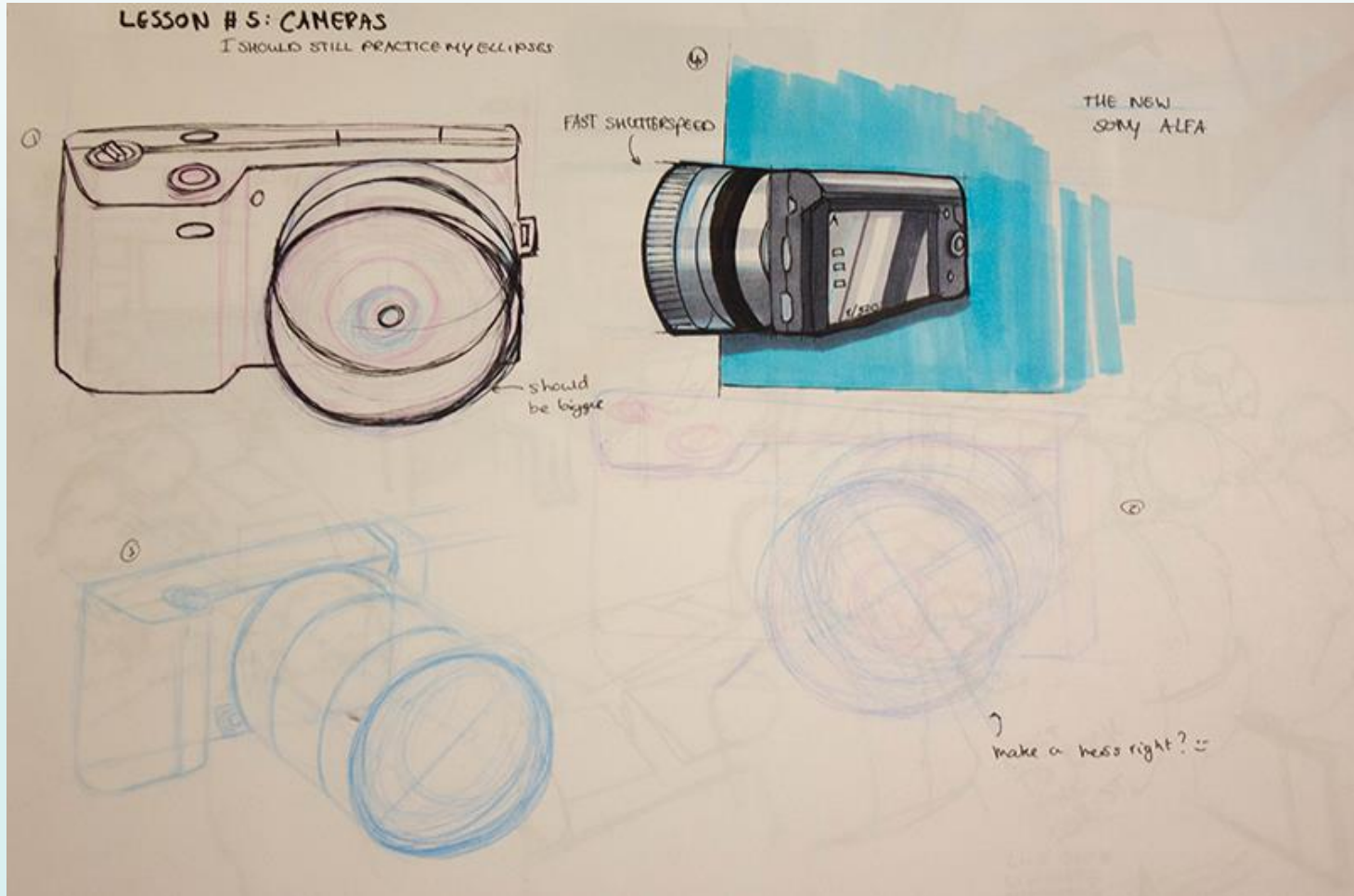
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3. Exploratory Drawing





3. Exploratory Drawing

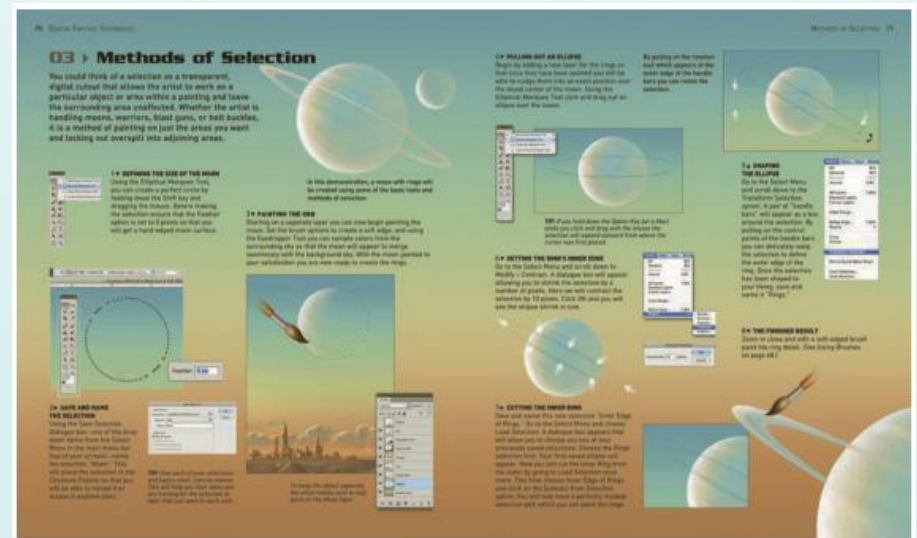
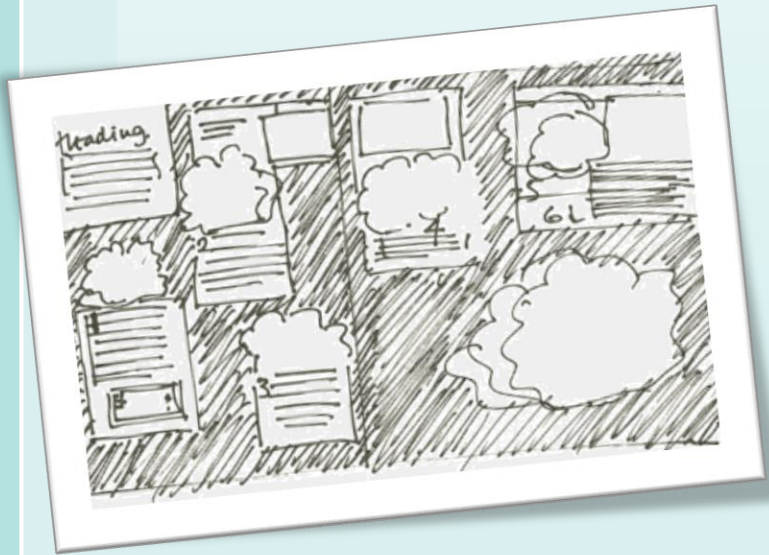


4. Visualizing Ideas



4. Visualizing Ideas

All designers need to **develop the skill** of putting ideas down on paper





4. Visualizing Ideas

Putting it all together looking spontaneous takes time. **Finished artwork** may be the result of experiments in various media and techniques, and it may be the sum of many successful combinations



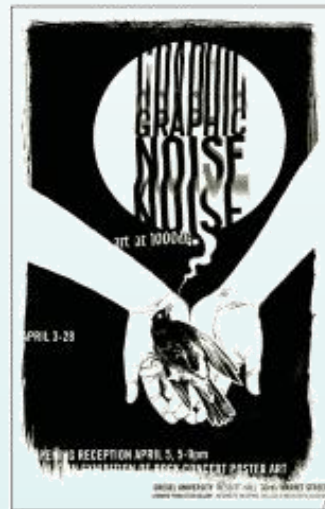
4. Visualizing Ideas

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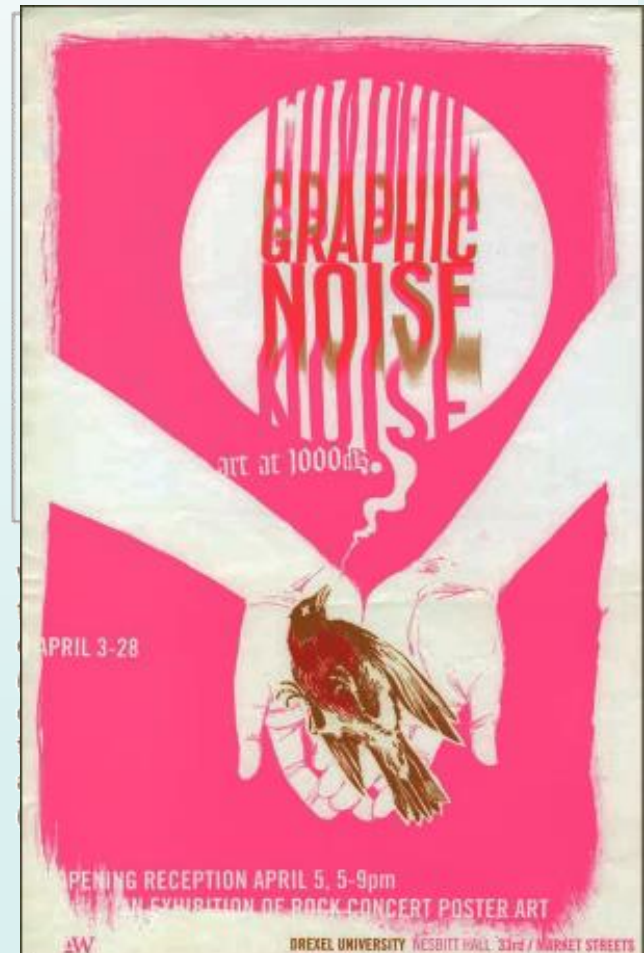


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4. Visualizing Ideas



The artist added a washy ink texture to the background, and added a bit more onto the top of the artwork by taping it to the top. All the elements were scanned into the computer and assembled electronically.



5. Theories of Image and Text

5. Theories of Image and Text

The success of visual communication
depends on the ability to reach a
targeted audience and elicit a desired
response



"100% Smile" Policy

5. Theories of Image and Text



↑ **Make an impression** Each of these approaches to package design has a distinct message. The chocolates packages are as rich in color as they are in content. With luxurious metallics, deep saturated color, and intricate graphics, they invite elegant indulgence with every design decision. The clean simplicity of the die-cut labels on the bottles allows the actual ingredients to become the vibrant color in the artwork, promising freshness and the visual implication of “nothing added.”



5. Theories of Image and Text



Dependable artwork **International symbols** transcend language and communicate instantly. The appearance of a symbol can vary greatly in style through line weights and positive/negative balance, as long as the symbol is easily understood. Symbols like these in public places play a part in public safety

5. Theories of Image and Text

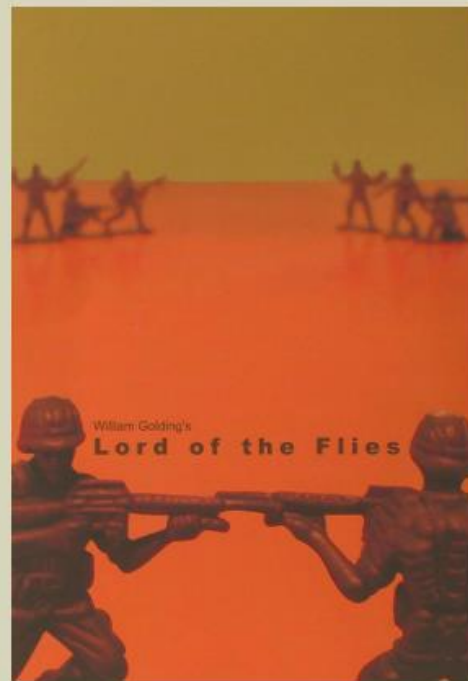
→ **Universal messages**

The pictograms used in the 1972 Munich Olympics set the standard for subsequent Olympic designs. Each sporting event is clearly represented through an economy of line and shape, yet each symbol is visually strong enough for signage and promotional use at any size.



↑ **Abstract icon** The Nike “Swoosh” was designed in 1971 by Carolyn Davidson. Originally, it appeared with the word NIKE above it. As the brand’s recognition grew, the trademark was gradually streamlined.

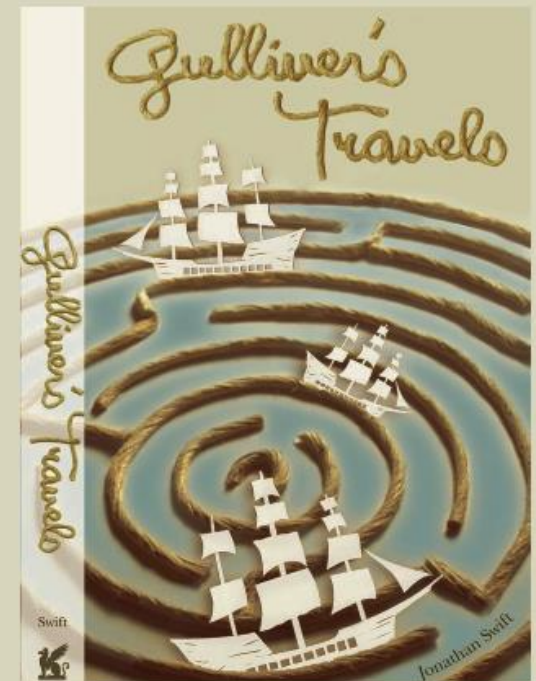
5. Theories of Image and Text



↑ **Metaphors and media** The use of toy soldiers as a metaphor for a combative childhood experience provides a thought-provoking image for this *Lord of the Flies* book cover. The unusual color enhances the feeling of discomfort, as does the placement of the title typography in a deliberately challenging sight line between toy opponents.



↑ **Mood and matter** The unlikely combination of images in this delicate illustration for *The Orange Tree* sends simultaneous messages of conquest, beauty, vulnerability, and history through the use of line, color, and composition.



↑ **Concept** Without using the obvious tool of a dramatic change in scale, photography and illustration combine to portray the altered reality of Gulliver's world in a refreshing way.

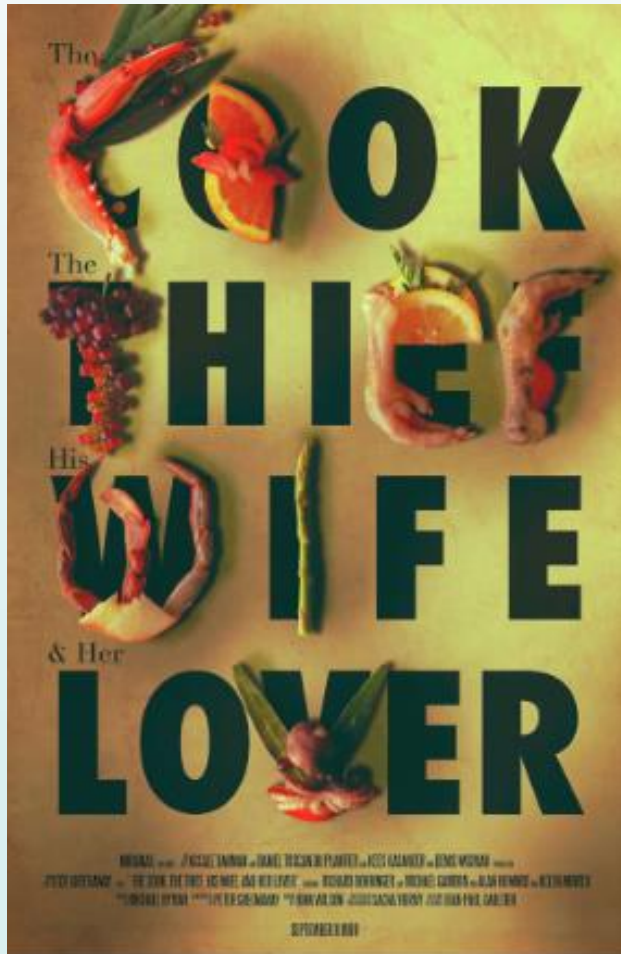
6. Audiences, Markets, and Concepts

6. Audiences, Markets, and Concepts

Desain grafis yang baik tidak hanya hasil dari teknik atau pembuatan yang bagus. Tetapi juga hasil dari ekspresi yang kuat dari cerdas, ide yang dirumuskan dengan baik, diambil dari keterlibatan berkesinambungan dengan penelitian dan kepentingan di dunia pada umumnya



6. Audiences, Markets, and Concepts



Make them curious **Strong typography** juxtaposed with photographic images of food combine to send a sophisticated message that grabs the audience's attention immediately. It invites a closer look at the formally presented foods that double as letterforms, and intrigues the audience by being both bold and suggestive



6. Audiences, Markets, and Concepts

The Beauty Book

Half Title	Title		Contents		Introduction		SKIN		
1	2	3	4	5	6	7	8	9	
Buttermilk	Strawberry	Exfoliators		Skin complaints		Sun protection	Safe tanning tips Lavender	Lime Papaya	Visible capillaries and veins
12	13	14	15	16	17	18	19	20	21
Cellulite		HAIR		Cleansing and drying		Detox	Wash and go	Conditioning	
24	25	26	27	28	29	30	31	32	33
cont.		Dandruff	Hair growth	Sun protection	Scalp problems	HANDS AND NAILS		Hand Care and Creams	
36	37	38	39	40	41	42	43	44	45
Manicure Basics		Tips for perfect nails		Nail Art		Nail Wraps, Acrylics and Gels		Nail problems	Brittle nails Flaking nails



Menetapkan warna yang berbeda untuk setiap bab atau bagian

7. Scheduling, Organizing, and Finalizing



7. Scheduling, Organizing, and Finalizing

Kreativitas, bakat, dan orisinalitas sangat diharapkan, **tetapi jika proyek desain tidak dapat dikirim tepat waktu, maka kemungkinan akan ada masalah dalam jangka panjang**



7. Scheduling, Organizing, and Finalizing

Plan ahead

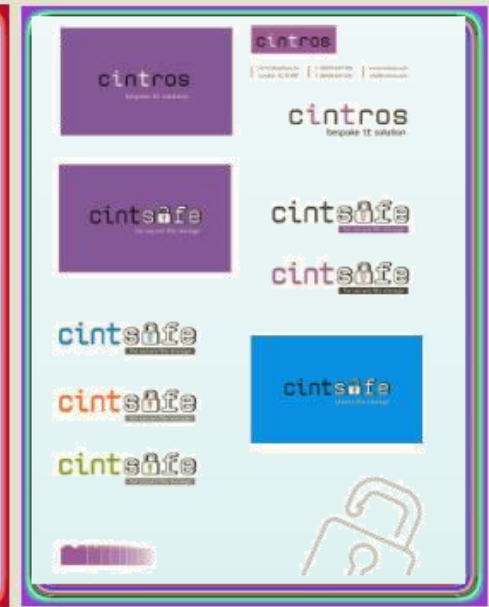
Keep track of your process hours and plan ahead to make your deadlines.

Job ref. _____	
Client _____	
Job description _____	
April 1	Research completed
April 15	Sketches/concept development Materials considered Samples ordered
April 20	Presentation sketches/roughs
April 22	Client meeting
April 30	Refined comprehensive concepts (comps)
May 1	Revisions
May 8	Client meeting
May 15	Finished files



Development

Research and concept development following the client brief to develop two interlinking logos for sister companies—Cintros for IT solutions and Cintsafe for safe file storage.



Refinement

When the concept is developed, sketches with proposed color treatments are presented.



Further Reading:

- › Meredith davis, Graphic design Theory, thames and Hudson, 2012
- › Alina Wheeler, Designing Brand identity,Wiley, 2012
- › Ellen lupton and Jennifer Cole Phillips, Graphic Design thinking: Beyond Brainstorming, Princeton Architectural Press, 2011
- › Bo Borgstron and Laurence King, essentials of Visual Communication, Laurence King Publishing, 2009
- › Steven Heller and Veronique Vienne, 100 Ideas That Changed Graphic design, Laurence King Publishing, 2012