

Facing The Blank Canvas

HOW TO START DESIGNING

AIGA CINCINNATI STUDENT ENGAGEMENT

SEPTEMBER 24, 2015

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DESIGN RESEARCH | GRAPHIC + EXPERIENCE DESIGN

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START AT THE END

Thank You.

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DESIGN TO CHANGE DIRECTION

Esquire

APRIL 1968
PRICE \$1
THE MAGAZINE FOR MEN



The Passion of Muhammad Ali



BLUE TRAIN

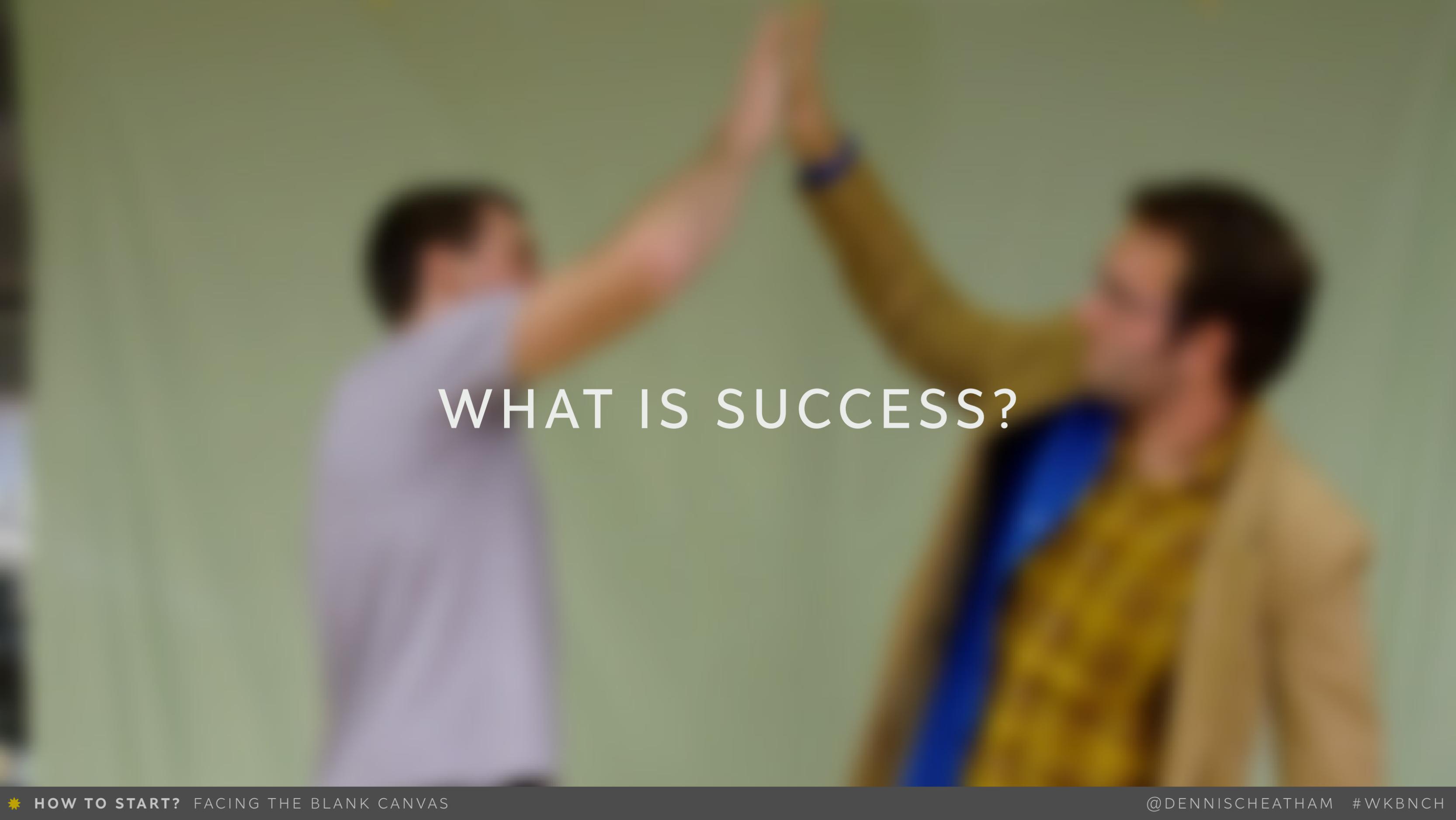
john coltrane

blue note 95326





HOW TO START?

A blurred background image of two men in business attire high-fiving. The man on the left is wearing a light blue shirt, and the man on the right is wearing a yellow shirt and a blue tie. The background is a solid light green color.

WHAT IS SUCCESS?

CURRENT

LESS DESIRABLE PRESENT

DESIGN

INTERVENTION

FUTURE

MORE DESIRABLE CONDITION



A close-up photograph of a white plate filled with golden-brown, ridged Bugles cereal. The cereal pieces are piled together, showing their characteristic shape and texture. The background is a neutral, light-colored surface.

BUY MORE BUGLES



PEOPLE IN INDIANAPOLIS WHO BUY
SNACKS EVERY WEEK WILL BUY 22% MORE
BUGLES ON WEDNESDAYS, ONLY WHEN
BUYING FRENCH ONION DIP.





MAKE A FORGOTTEN BRAND RELEVANT AGAIN





WHAAAA?



WE DESIGN FUTURES

WHAT IS THE FUTURE'S ATTITUDE?

KNOW YOUR DESIGN FAMILY

COLOR

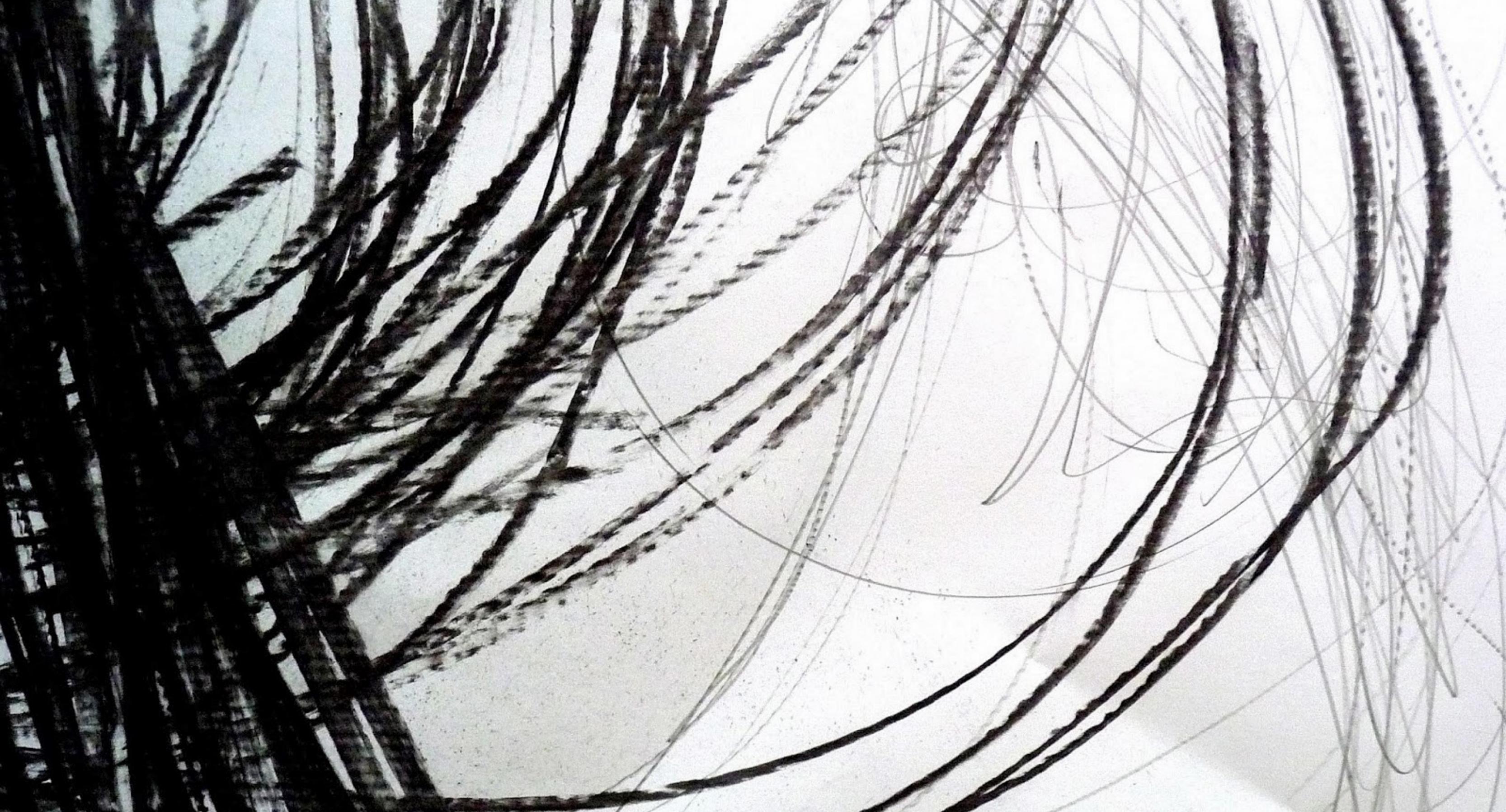
LINE

TEXTURE

TYPOGRAPHY

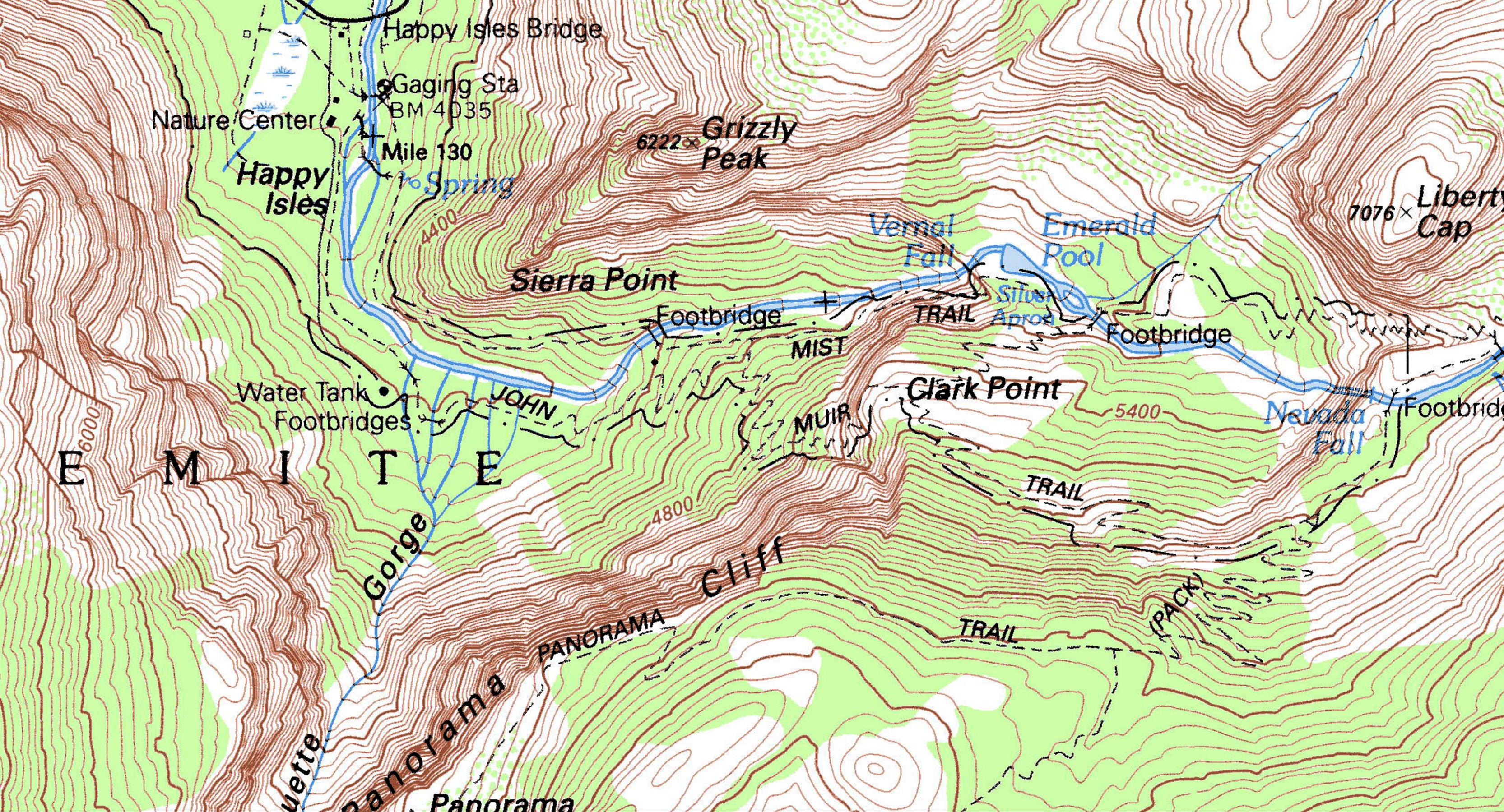
IMAGE

CONCEPT













**How about some
afternoon delight?**

**Let's Go
Surfin'!**

The King Reigns

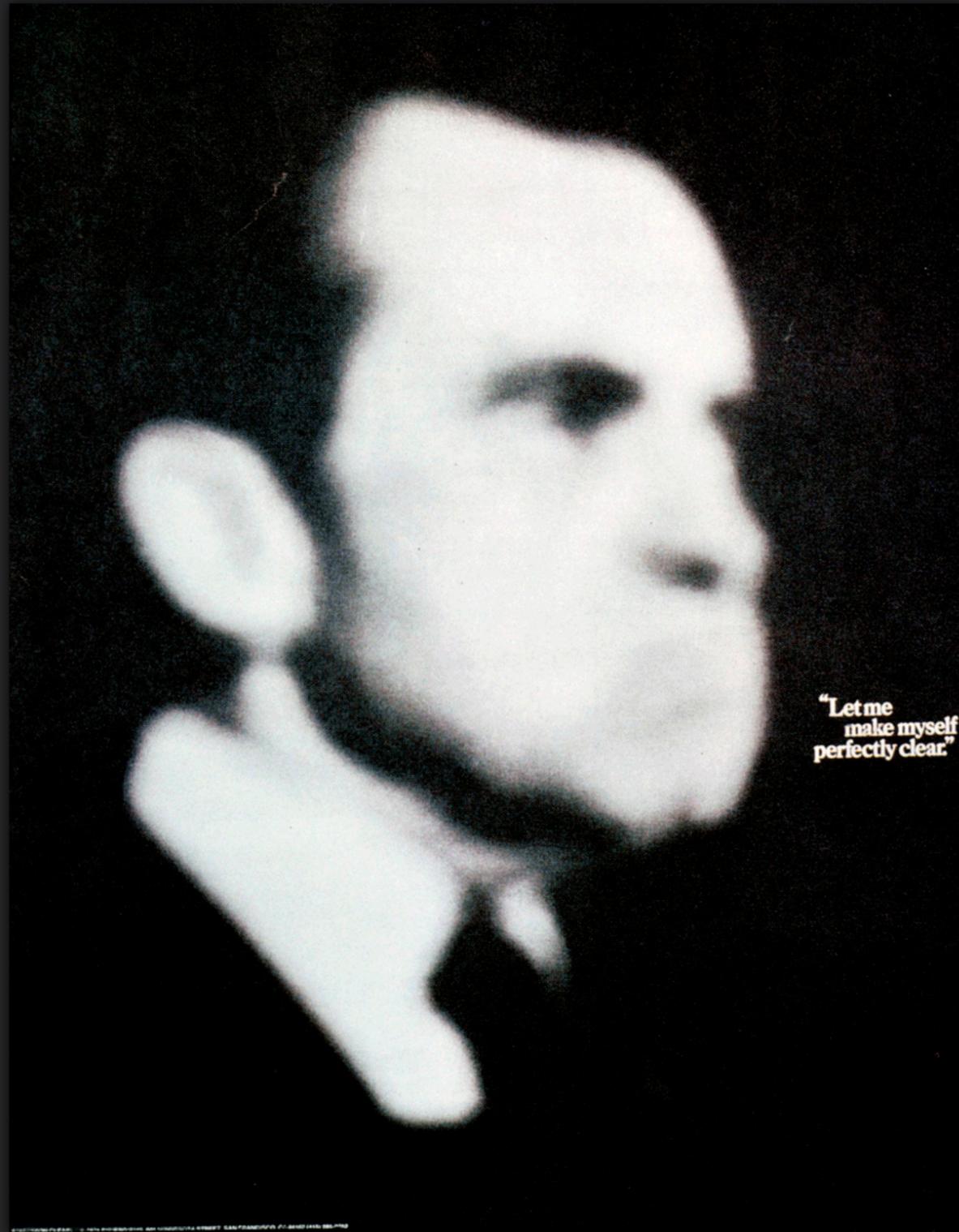
Death Metal Reigns!

Where does everybody summer?



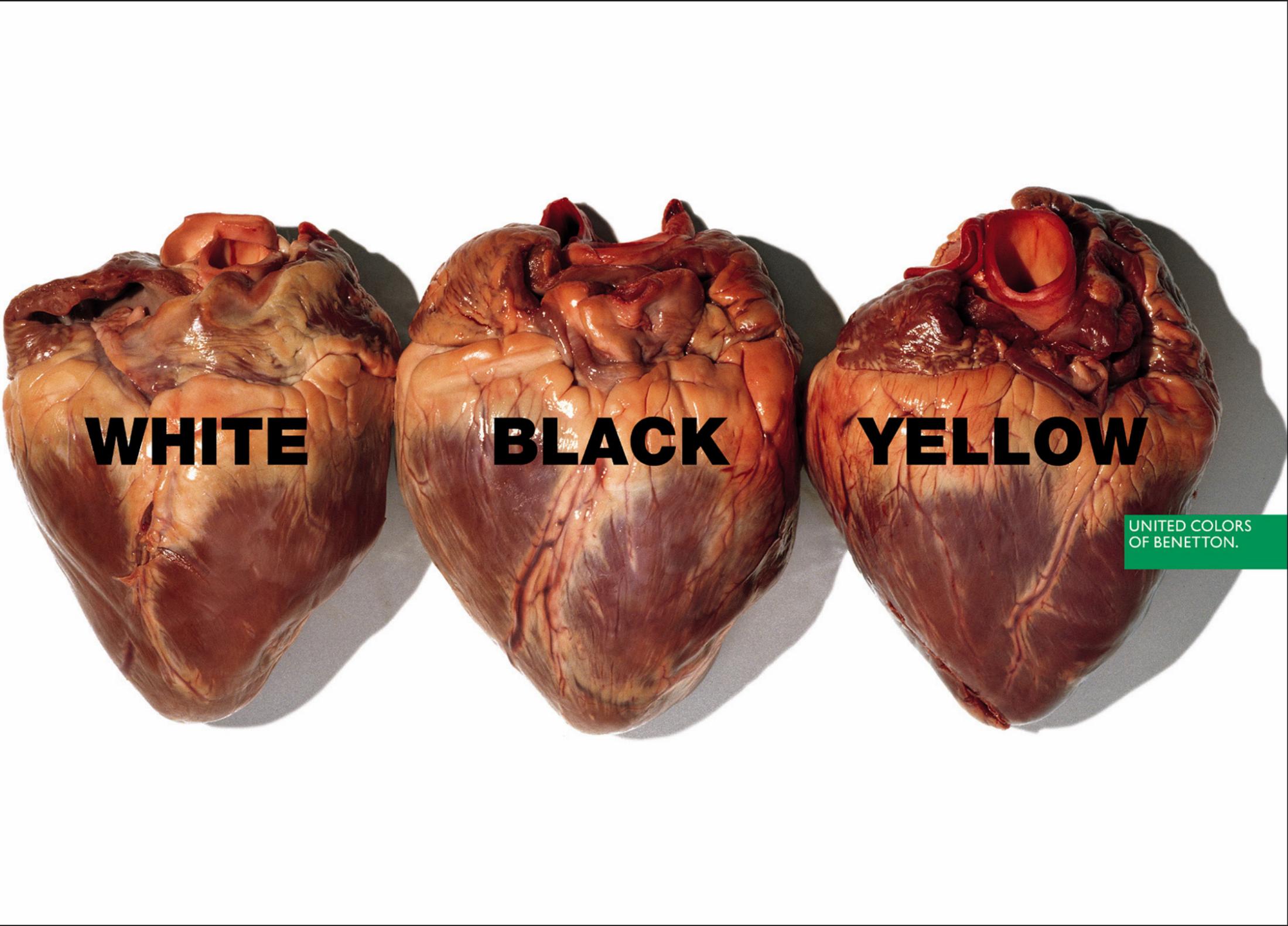






"Let me
make myself
perfectly clear."





WHITE

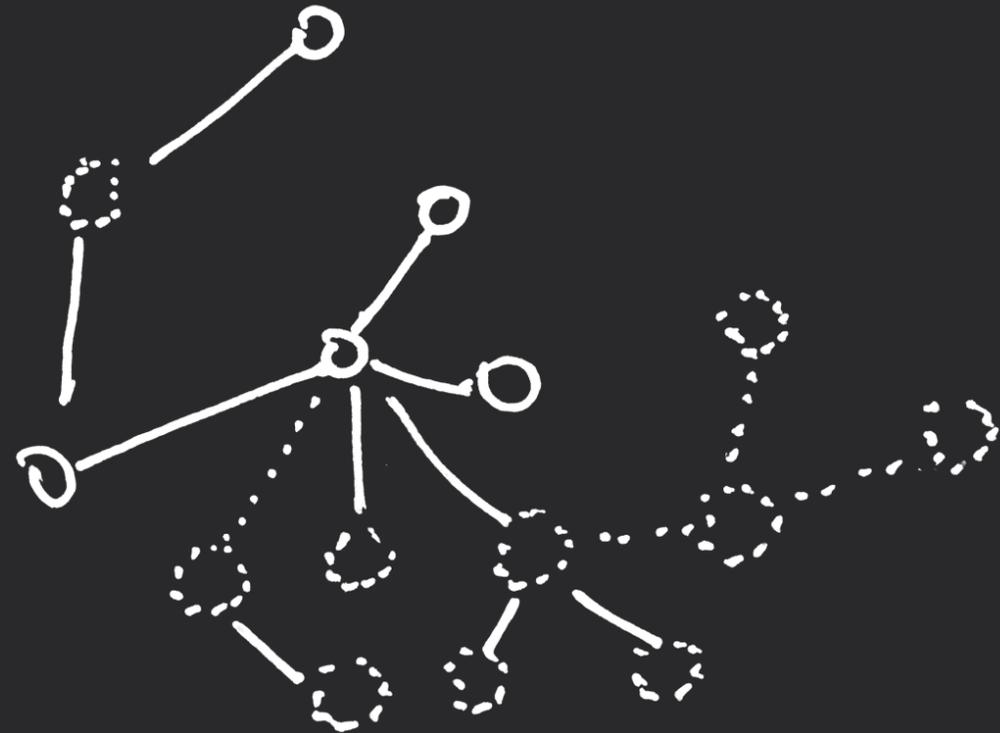
BLACK

YELLOW

UNITED COLORS
OF BENETTON.

YOUR FAMILY LOVES YOU.
SPEND TIME WITH THEM.

UNPACK THE PROBLEM



- » solve the smaller problem first
- » start with the people, places, things



An aerial, high-angle view of a city skyline, likely Philadelphia, featuring a prominent skyscraper with a rounded top (Citi Center) and a complex highway interchange in the foreground. The sky is overcast and grey. The text 'NATI BOOTS' is overlaid in the center in a white, sans-serif font.

NATI BOOTS



















THE SOLUTION IS HIDING IN THE PROBLEM



FINDING IT IS NO SMALL FEAT



DON'T KICK YOURSELF
IF IT TAKES A WHILE



WALK A MILE IN OTHER PEOPLE'S SHOES

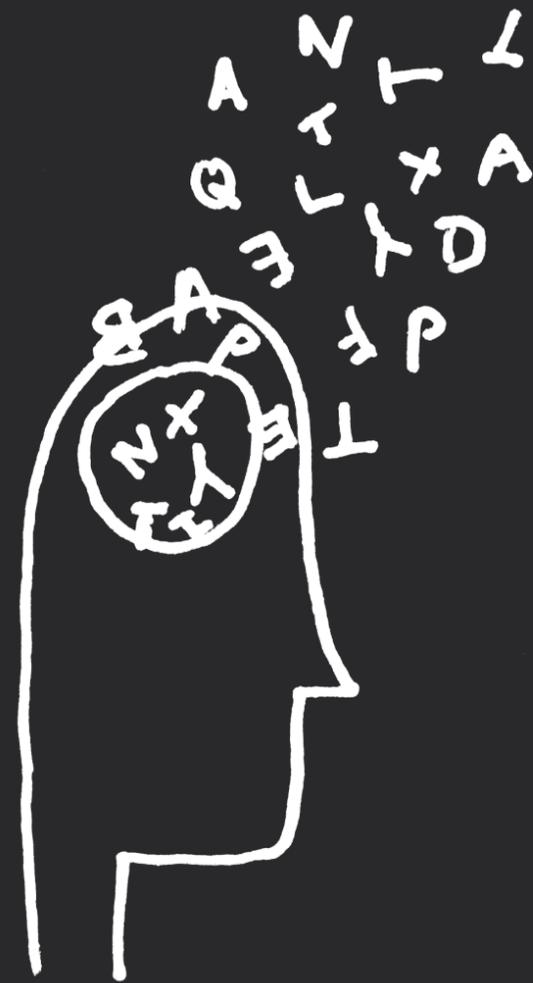


OKAY, THAT'S ENOUGH WITH
THE FOOT JOKES.

THINK INSIDE THE PROBLEM

USE YOUR NOGGIN

SEE WITH FRESH EYES



- » ethos
- » logos
- » pathos



ETHOS

WHO DO THEY TRUST?



VICTORIA
SECRET

CBS



PATHOS

CALL TO THEIR EMOTIONS



LOGOS

APPEAL TO THEIR LOGICAL SIDE



(GET TO) KNOW YOUR AUDIENCE

KNOW THYSELF

REMEMBER WHAT YOU HAVE TO WORK WITH



- » know your conditions for creativity
- » don't procrastinate, do it

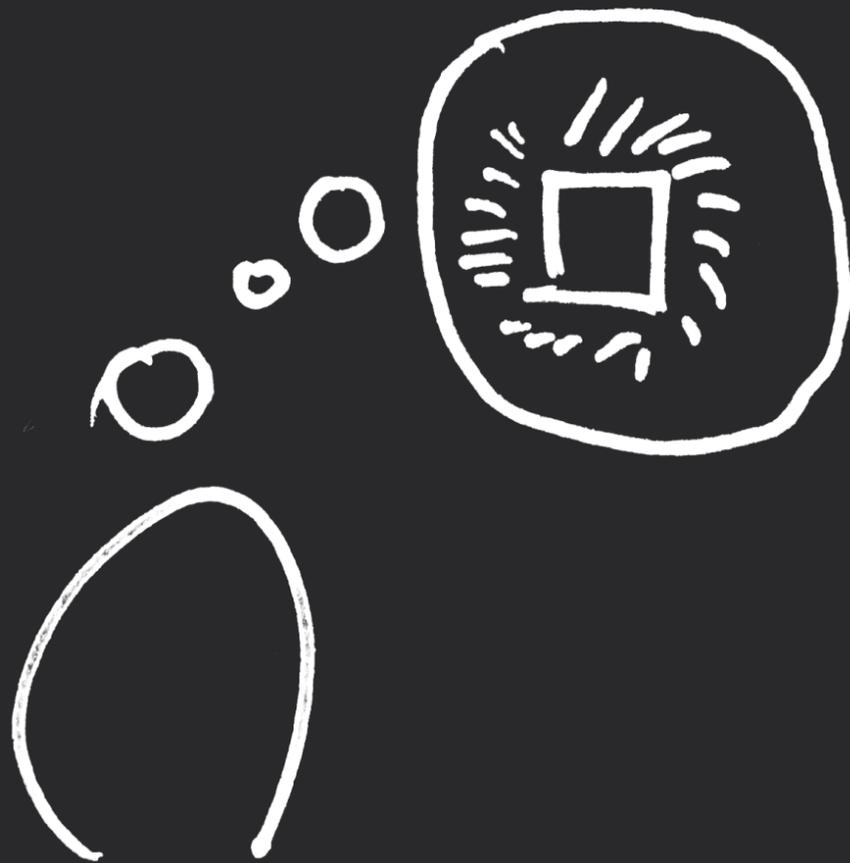




PROCRASTINATORS

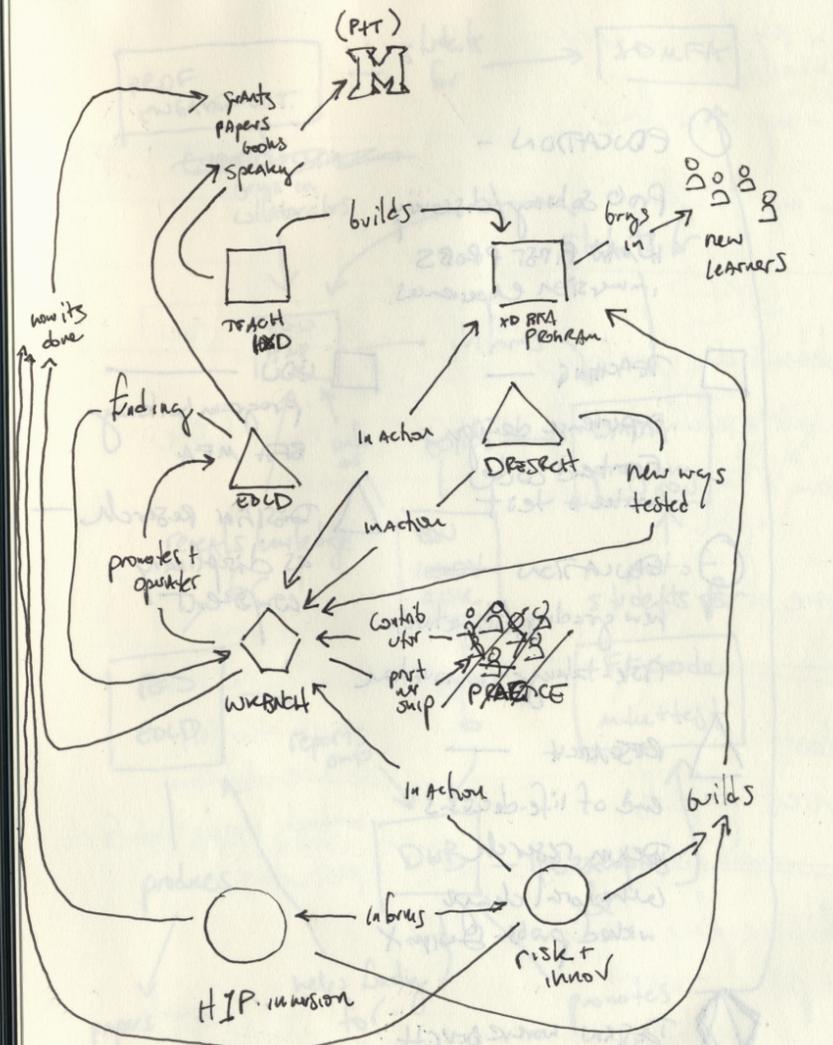
LEADERS OF TOMORROW

TECHNIQUES FOR BLANK CANVAS SYNDROME

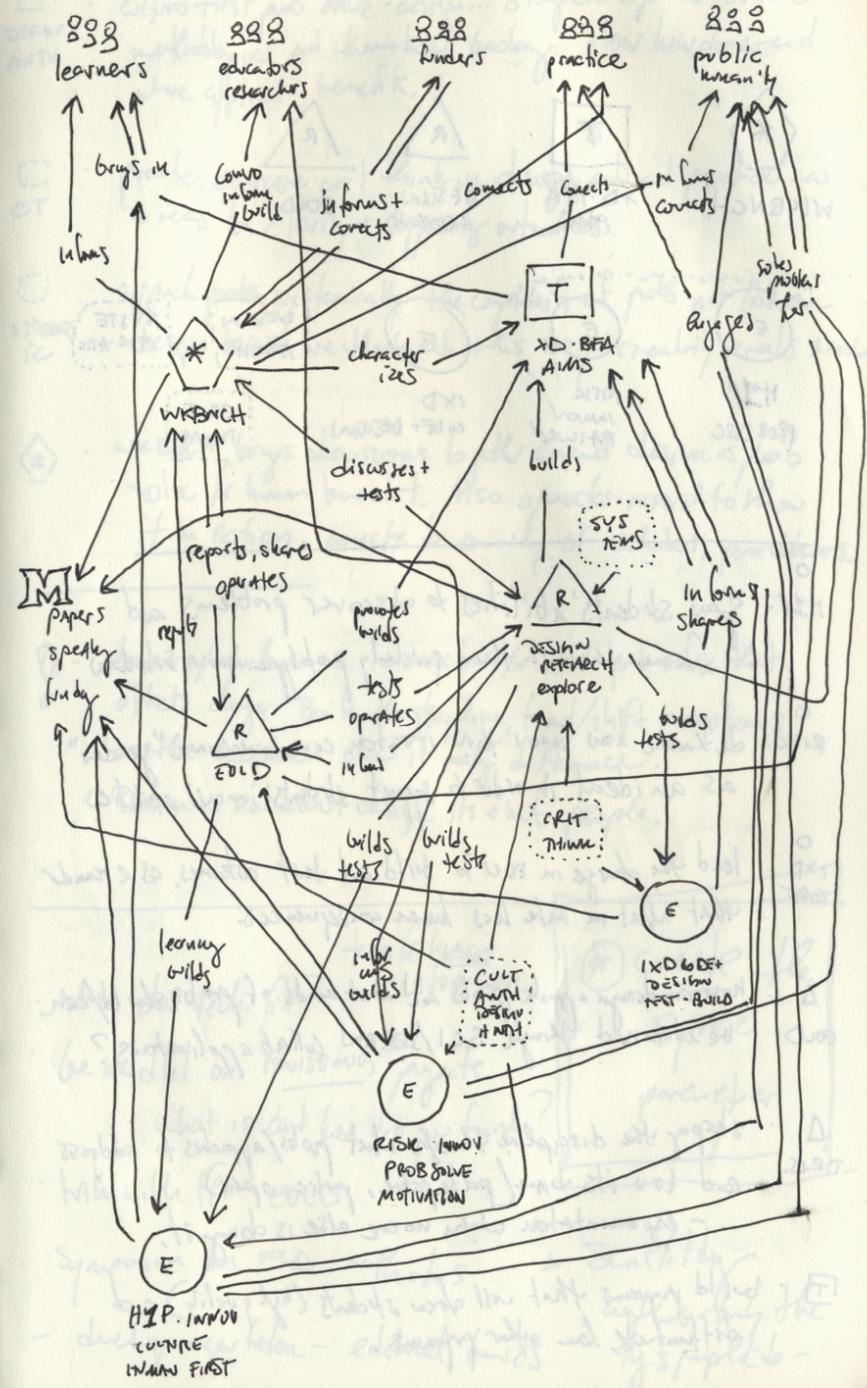


- » act like someone else
- » visualize the problem
- » iterate endlessly





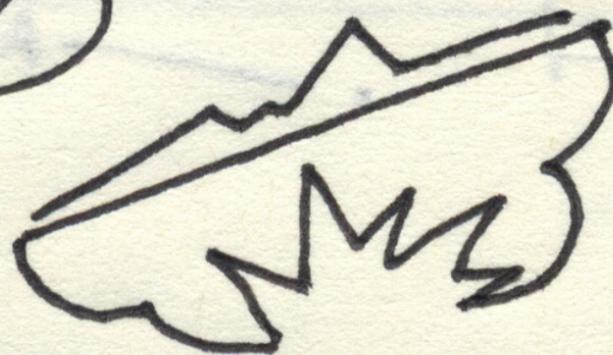
V2



Paroff - best

prob → solution

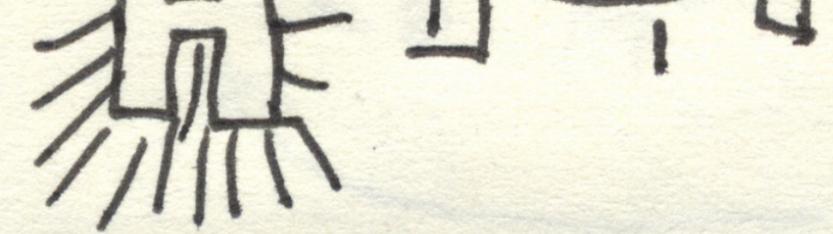




HIGHWIRE

HIGHWIRE





wire

wire

wire

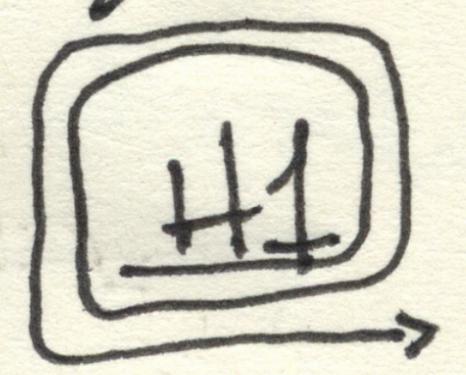
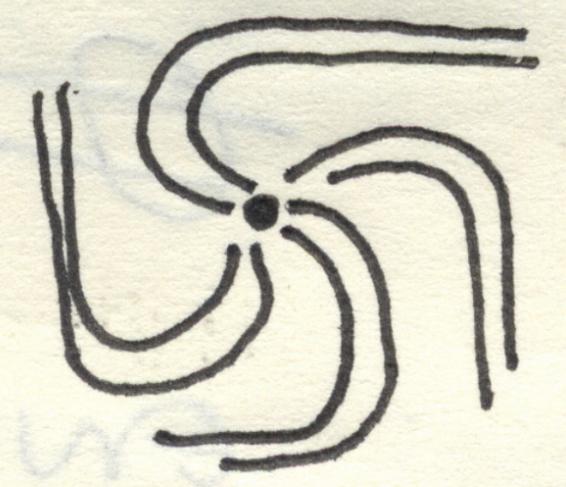
wire

wire

wire

WIRE

wire
WIRE



H

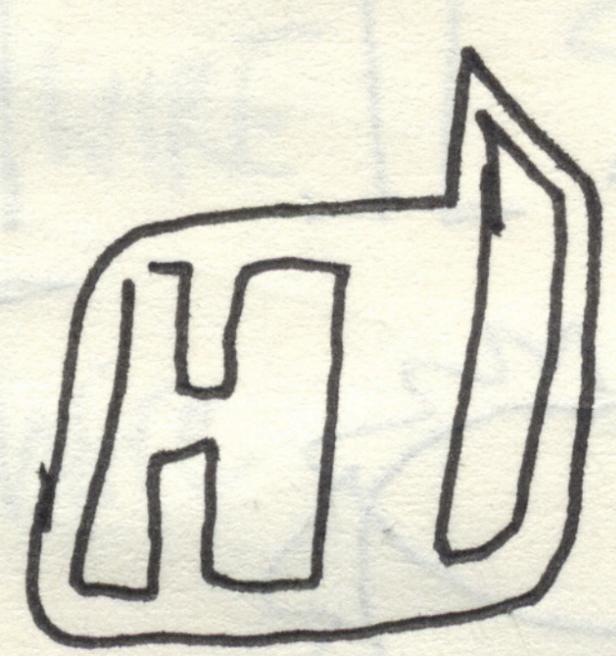
Hi

C

Hi



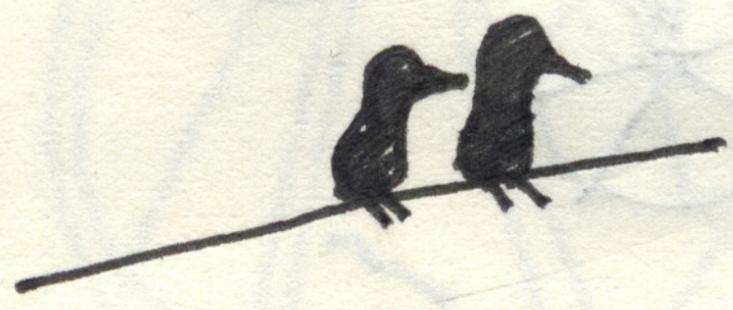
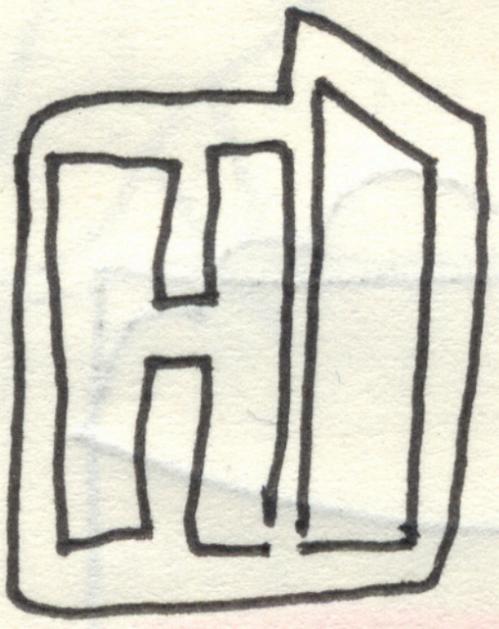
L



A

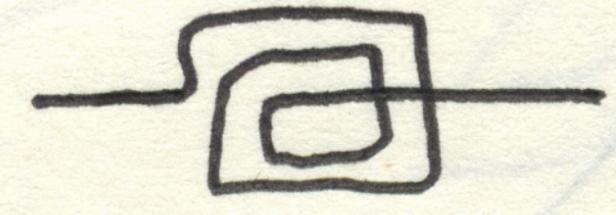
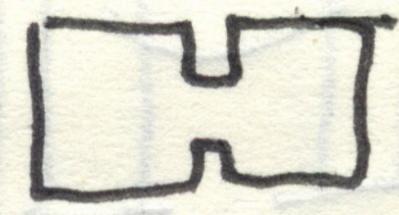
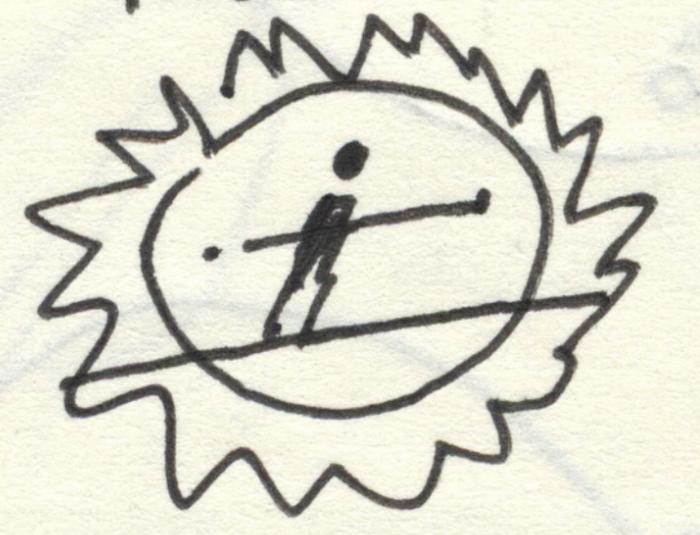
Hi wire

HIGHWIRE



H

Hi wire



IF WHAT YOU'RE DOING IS NOT WORKING,
GIVE IT TIME, THEN TRY SOMETHING ELSE.

WARNINGS

DO NOT DO THESE



- » avoid pinterest
- » things will take longer than you think
- » you are not good enough to “wing it”

The image features a dark red background. In the center, the word "Pinterest" is written in its signature white script font. Behind the text is a 3D bar chart with seven bars of increasing height from left to right. A red line graph is overlaid on the chart, showing an upward trend that starts below the first bar and rises above the top two bars.

Pinterest





It took me a few seconds to draw it, but it took me
34 years to learn how to draw it in a few seconds.

—PAULA SCHER



It took me a few seconds to draw it, but it took me
34 years to learn how to draw it in a few seconds.

—PAULA SCHER

YOU'VE GOT THIS!















NO, REALLY.

RESEARCH, USE YOUR WITS, DESIGN.



Thank You.

Dennis Cheatham

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