

# An Introduction to the Creative Process

## RESEARCH AND IDEATION

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.

## BRAINSTORMING AND DEVELOPMENT

There are several methods for jumpstarting inspiration. Free association, brain maps, and design sprints are all effective.

## REVISION AND REFINEMENT

The first drafts are good ways to get feedback, implement change, and refine the work into a final piece for presentation.

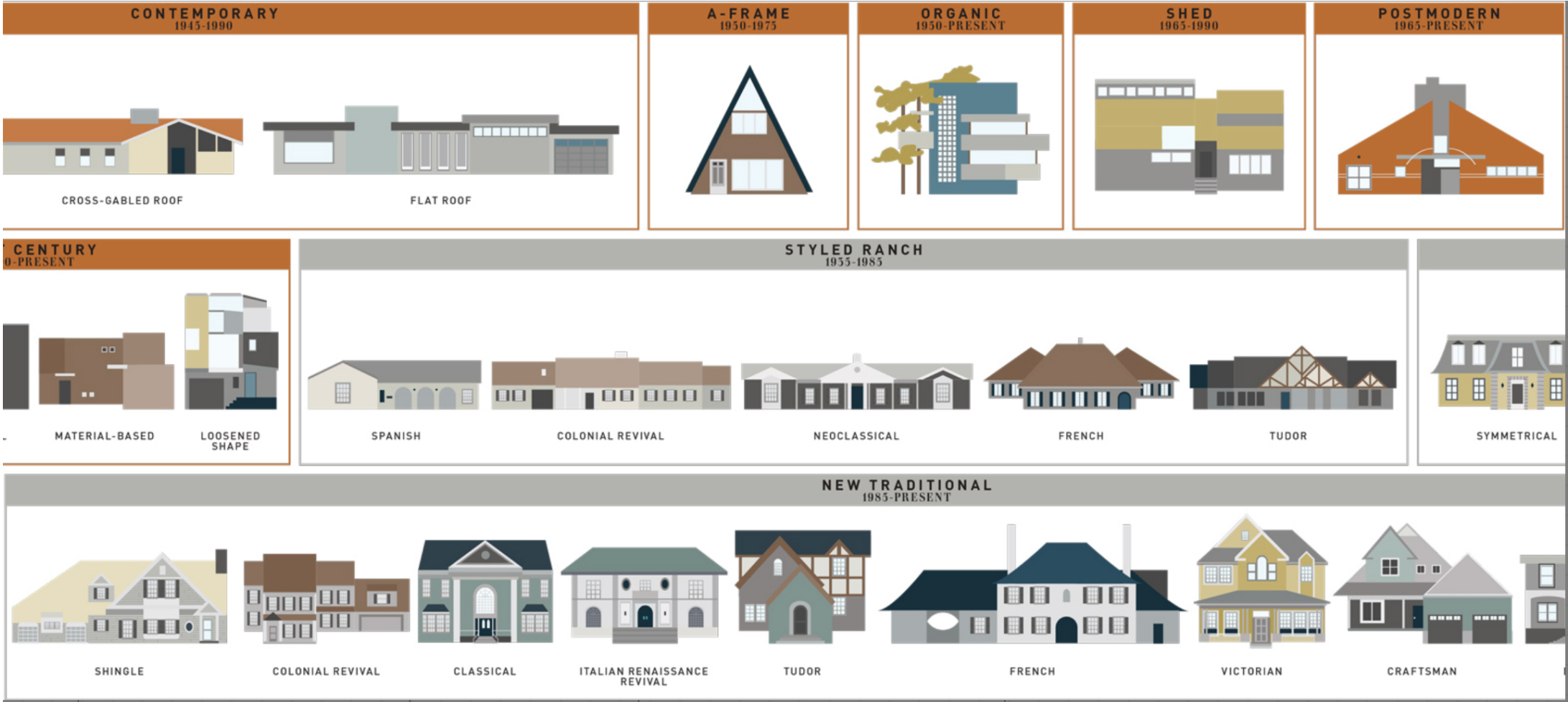


## FOCUSED TYPE STUDY

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.

## 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.



## TYPE STUDIES SOLVE PROBLEMS

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



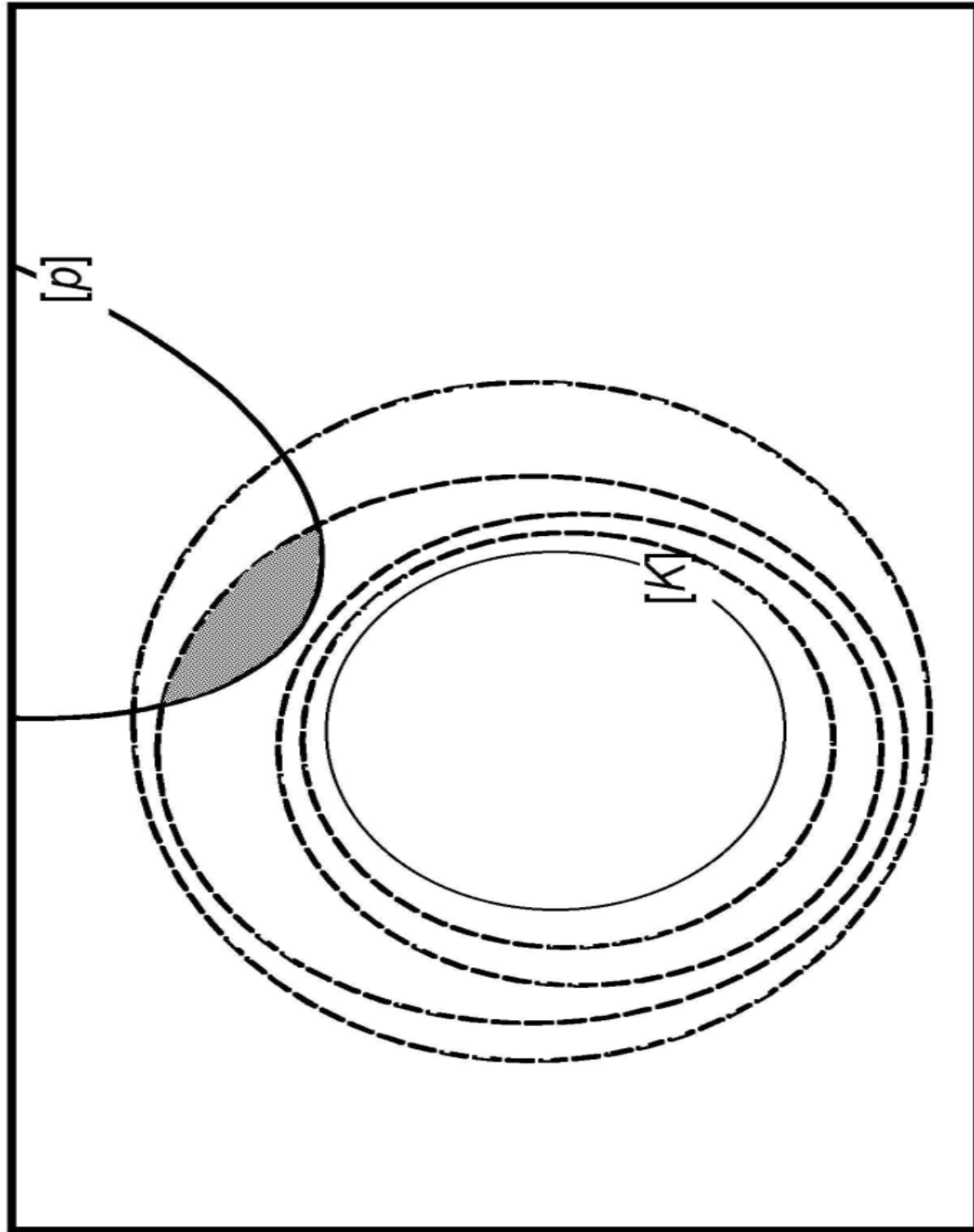


DIAGRAM 2. Sphere-based revision of  $K$  by  $p$ .

## 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!