

design
THINKING

GO FOR QUANTITY

*The best way to find one
good idea is to come up with
lots of ideas.*

DEFER JUDGEMENT

*there are no bad ideas during
exploration. There will be
plenty of time to narrow them
down later.*

creative
PLAY

ENCOURAGE WILD IDEAS

Even if an idea doesn't seem realistic, it may spark another great idea.

SPRINGBOARD

Build on the ideas of others

Think “**AND**”
rather than
“**BUT**”

EXTERNAL AS91627

Initiate design
ideas through
exploration

using an
experience

- **Nature** or built environment
- **Biomimicry** in Design
- **Existing** design inspiration
- **Film clips / music / poems**
- **Observation**
- **Modelling**
- **Analogues**
- **Cultural context**



- THE TULIP -



- THE SUNFLOWER -

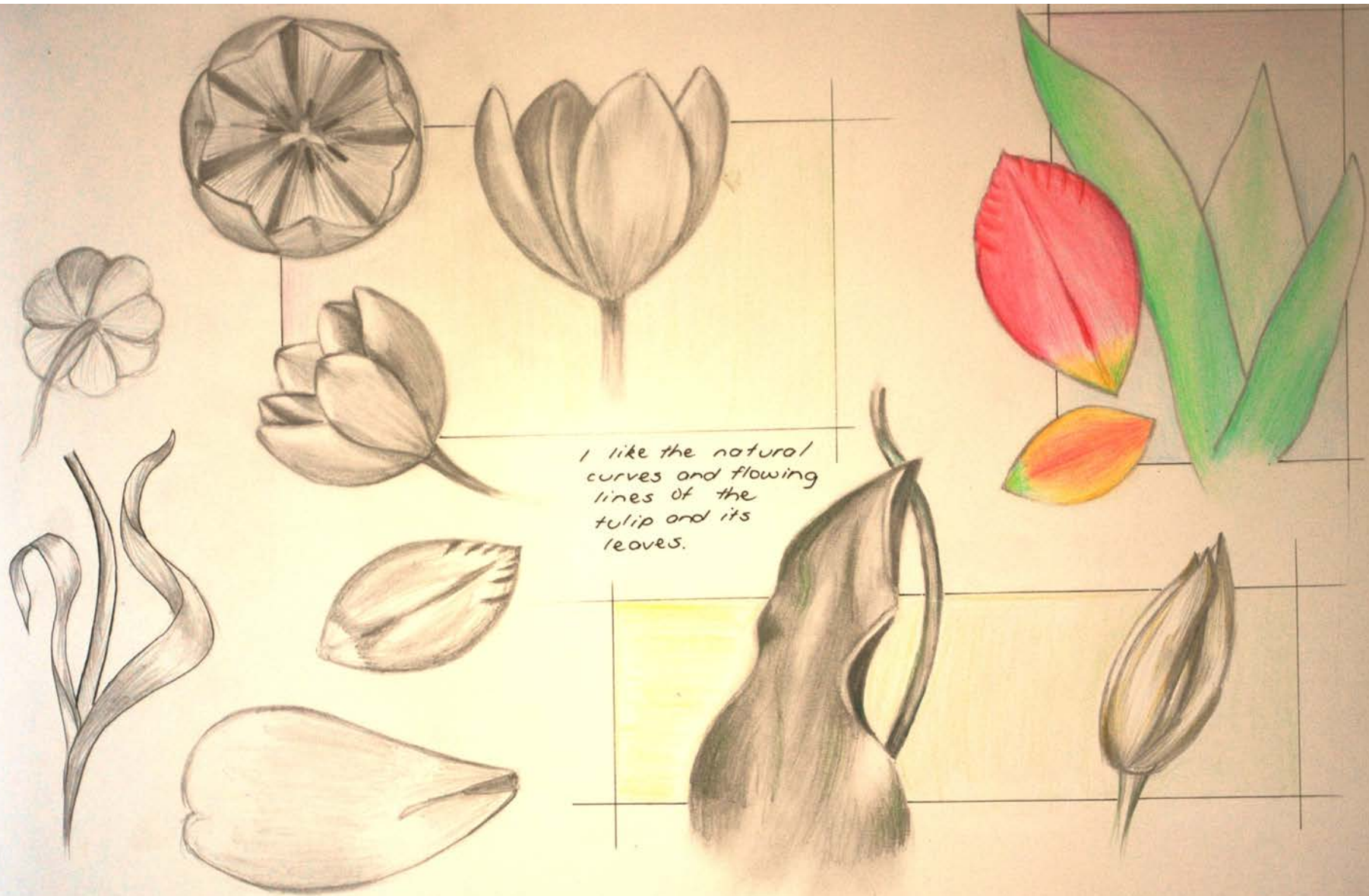
- THE STAR -



I like the angles
and clean straight
lines of this star
and will explore
this shape
further in my
house design

INITIATE DESIGN IDEAS

OBSERVATIONAL SKETCHES



I like the natural
curves and flowing
lines of the
tulip and its
leaves.

INITIATE DESIGN IDEAS

OBSERVATIONAL SKETCHES

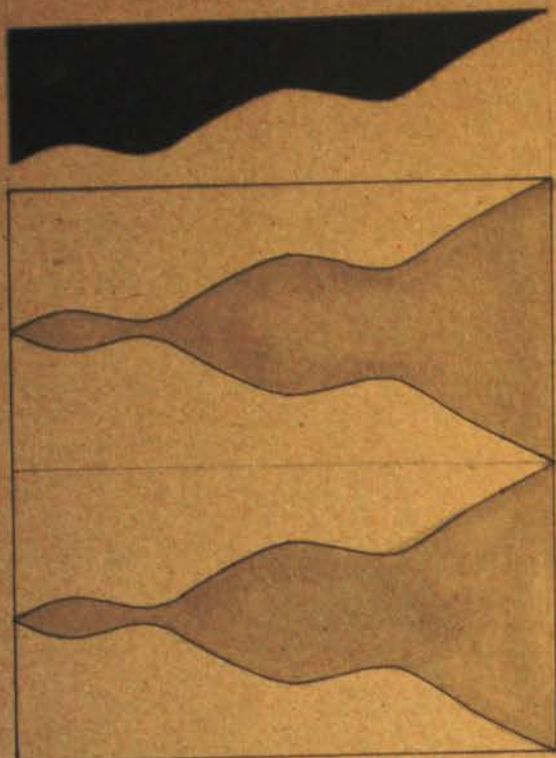
Using visual
communication
strategies
to **INTERROGATE,**
ANALYSE and
challenge thinking....



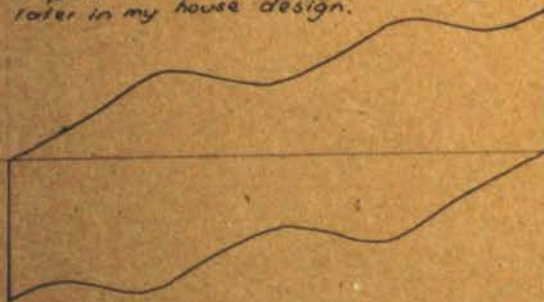
*I like the
texture of the
leaves and petals
of the sunflower*

INITATE DESIGN IDE

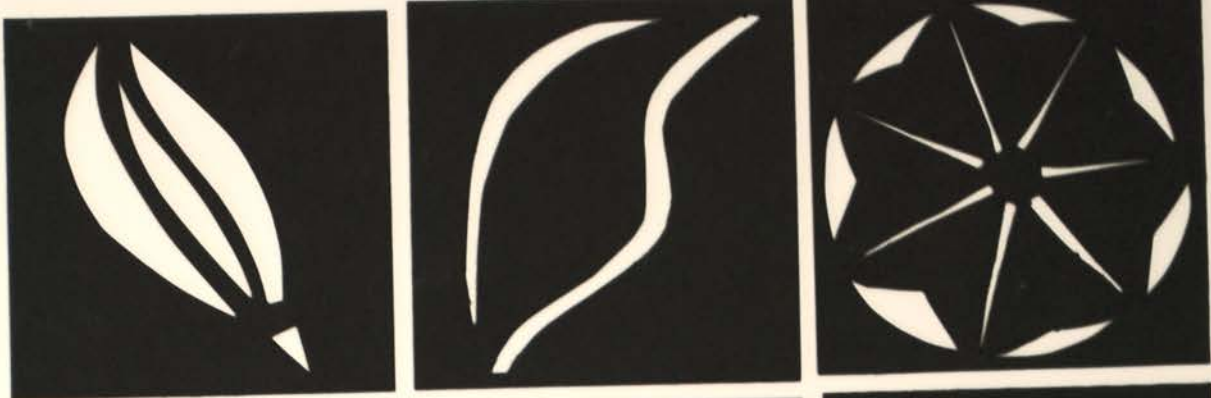
OBSERVATIONAL SKETCH



I like these shapes that I have created by tessellating the shape of a tulip leaf. I will explore these forms later in my house design.



Tessellation has been used to explore different shapes that can be created from the original form of the tulip leaf. (Black shape at top).



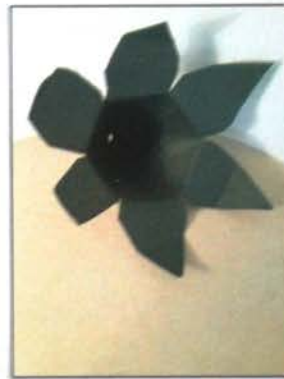
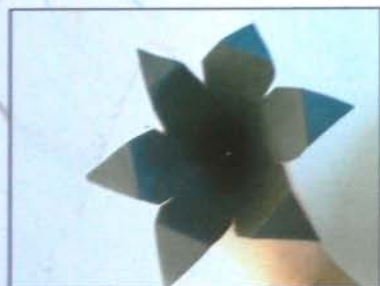
I used different mediums such as paint and brush strokes to further explore the shapes of the tulips as well as using cut outs to explore positive, negative space.

INITIATE DESIGN IDEAS

EXPLORATION OF POSITIVE -NEGATIVE SPACE AND TESSELLATION

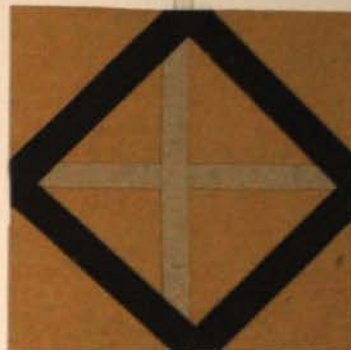
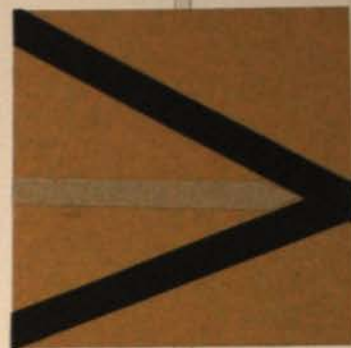
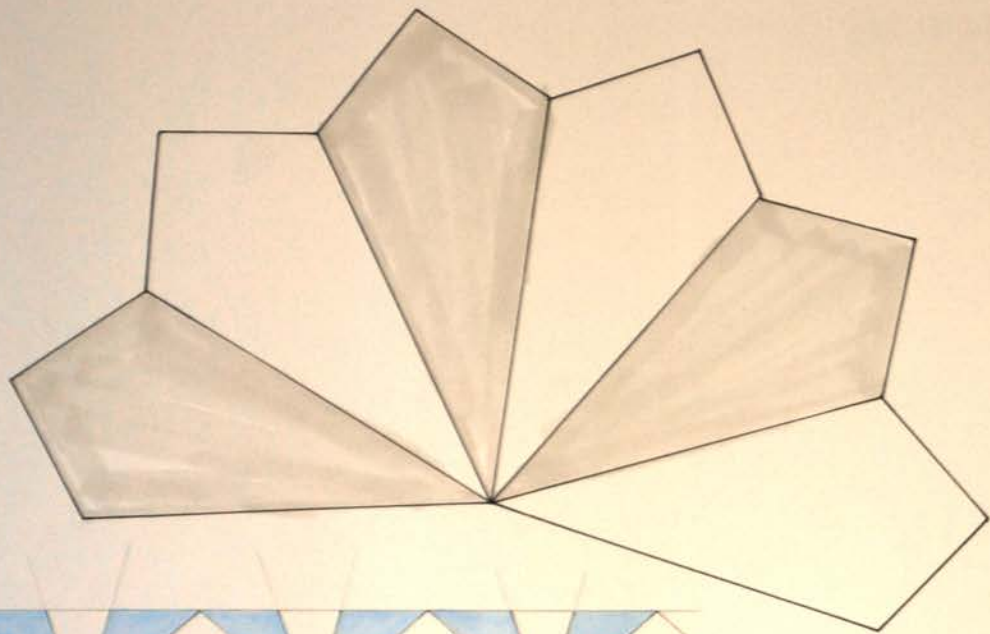


I made a sketch model out of paper to explore the shape of the tulip. I photographed it against different lighting and angles to study its form. I also used inversion by bending the model in different ways.



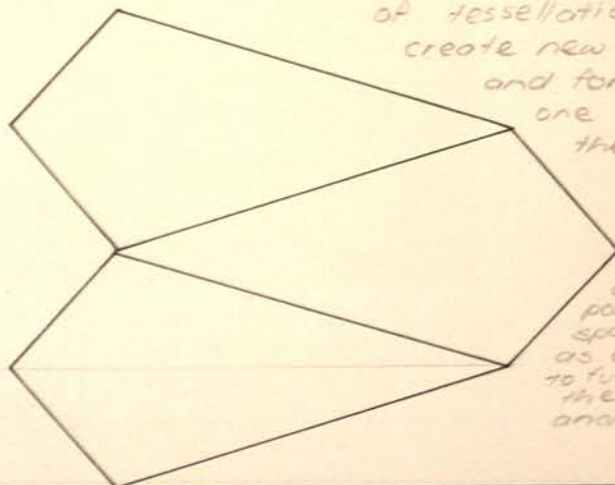
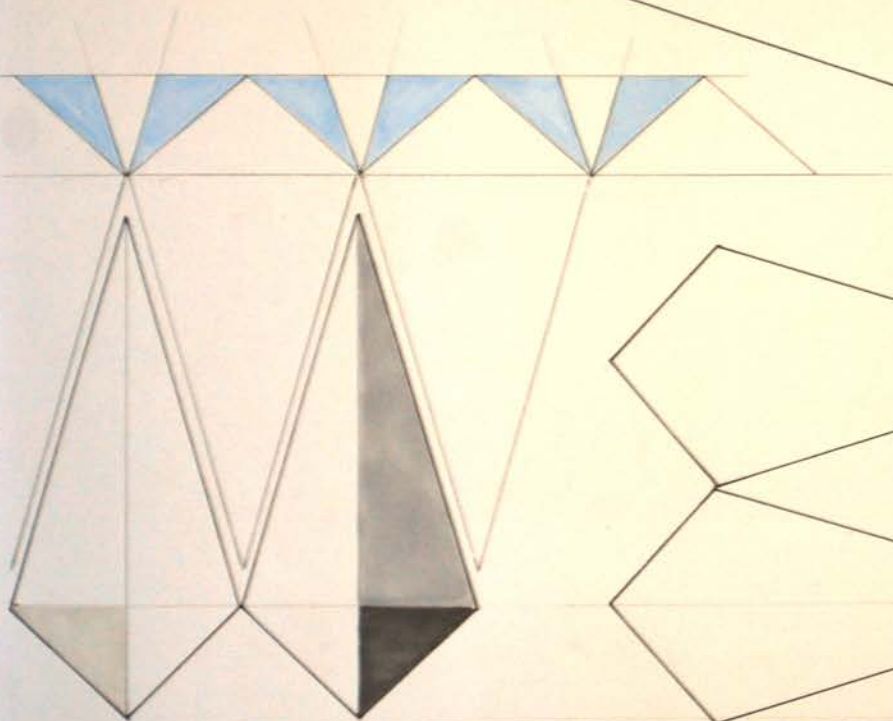
INITIATE DESIGN IDEAS

EXPLORATION OF SHAPE THROUGH SKETCH MODELS, INVERSION AND ROTATION



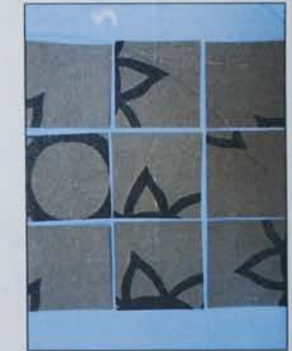
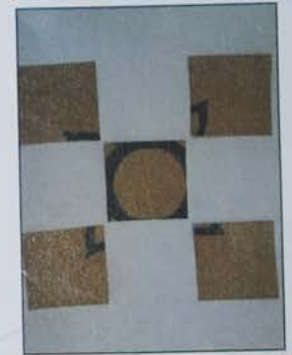
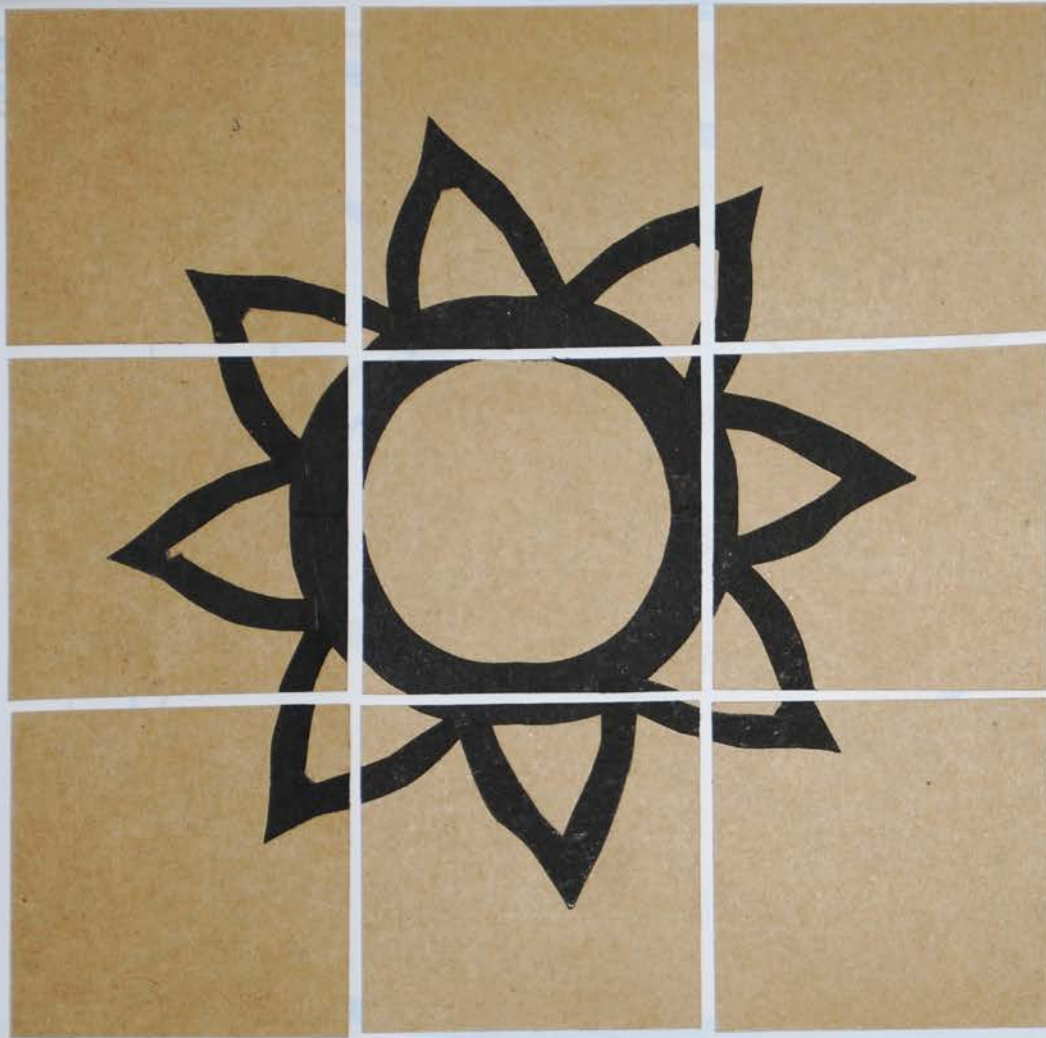
I have used the method
of tessellation to
create new shapes
and forms from
one section of
the star.

here I have
explored
positive + negative
space as well
as cropping to
to further explore
the original shape
and images.



INITIATE DESIGN IDEAS

EXPLORATION OF POSITIVE-NEGATIVE SPACE AND TESSELLATION

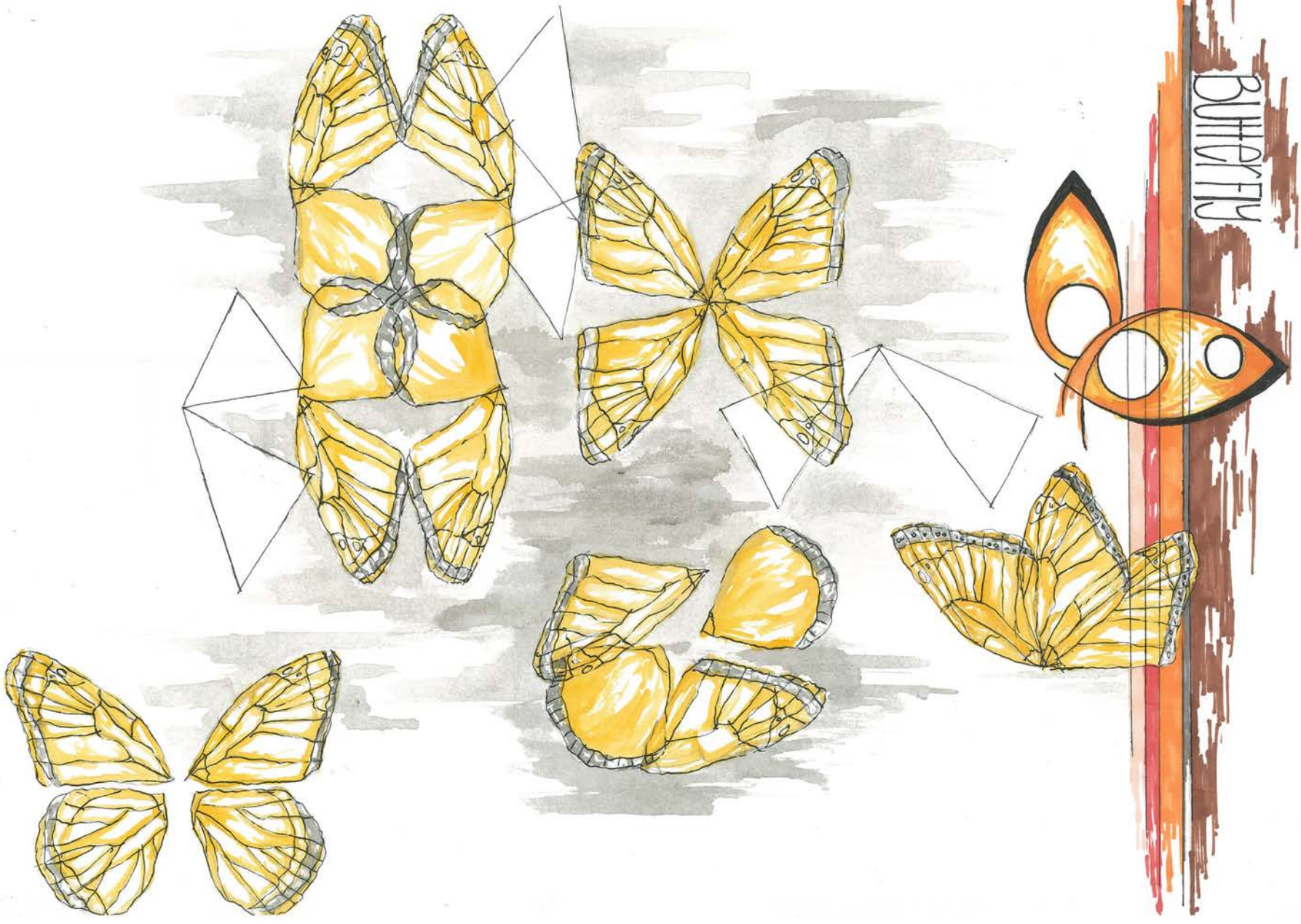


1. cropped an image of the sunflower and used translocation to find different and interesting shapes and lines from the original image.

INITATE DESIGN IDEAS

ABSTRACTING AND RECOMBINATION

BUTTERFLY





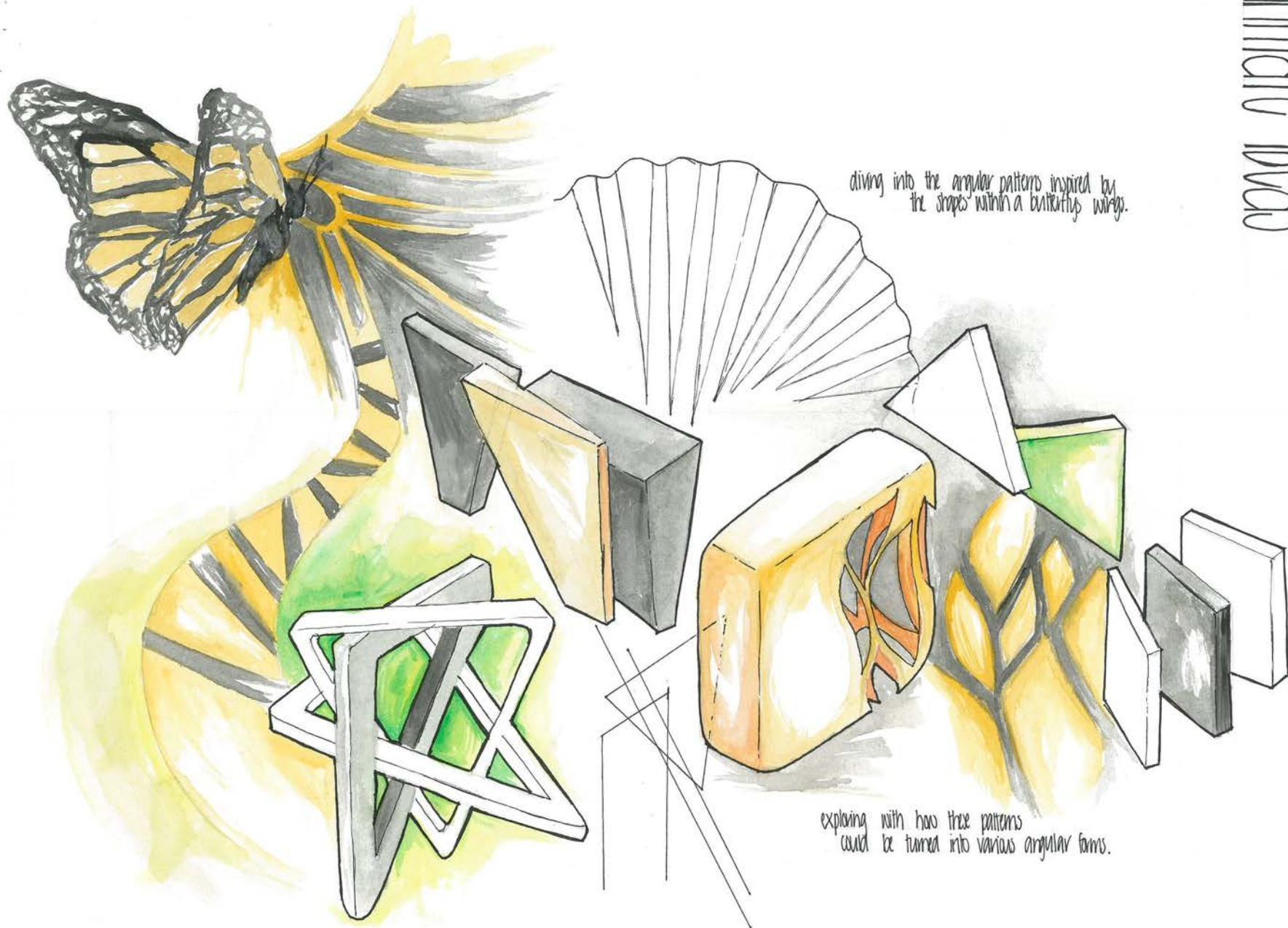
David Trubridge

“My ideas come from wild places, edges of turbulence and renewal, where seas break on beaches and headlands, where land and air meet on mountain ridges.”

I make forms of elemental simplicity, as the erosion of air and water on wood and stone, forms that speak of humanity's survival on Earth, of life's fragility and dependence, of comfort in the ways of the past that have sustained us, and optimism for a sustainable and enriching future.

I work within the limits of what I have and know, simplicity and low impact, natural materials and processes, leaving a delicate footprint.”





David Trubridge's use of repetitive shapes has therefore inspired me to pull apart the triangle and to arrange them into a systematic order where they all fit creating a complex looking yet simplistic form.

DAVID TRUBRIDGE

exploring Trubridge's idea of how similar forms can connect through the use of rotating, flipping and repeating the shape.

His technique of creating movement within a shape by using different scales of the shape has inspired me to do so as well.

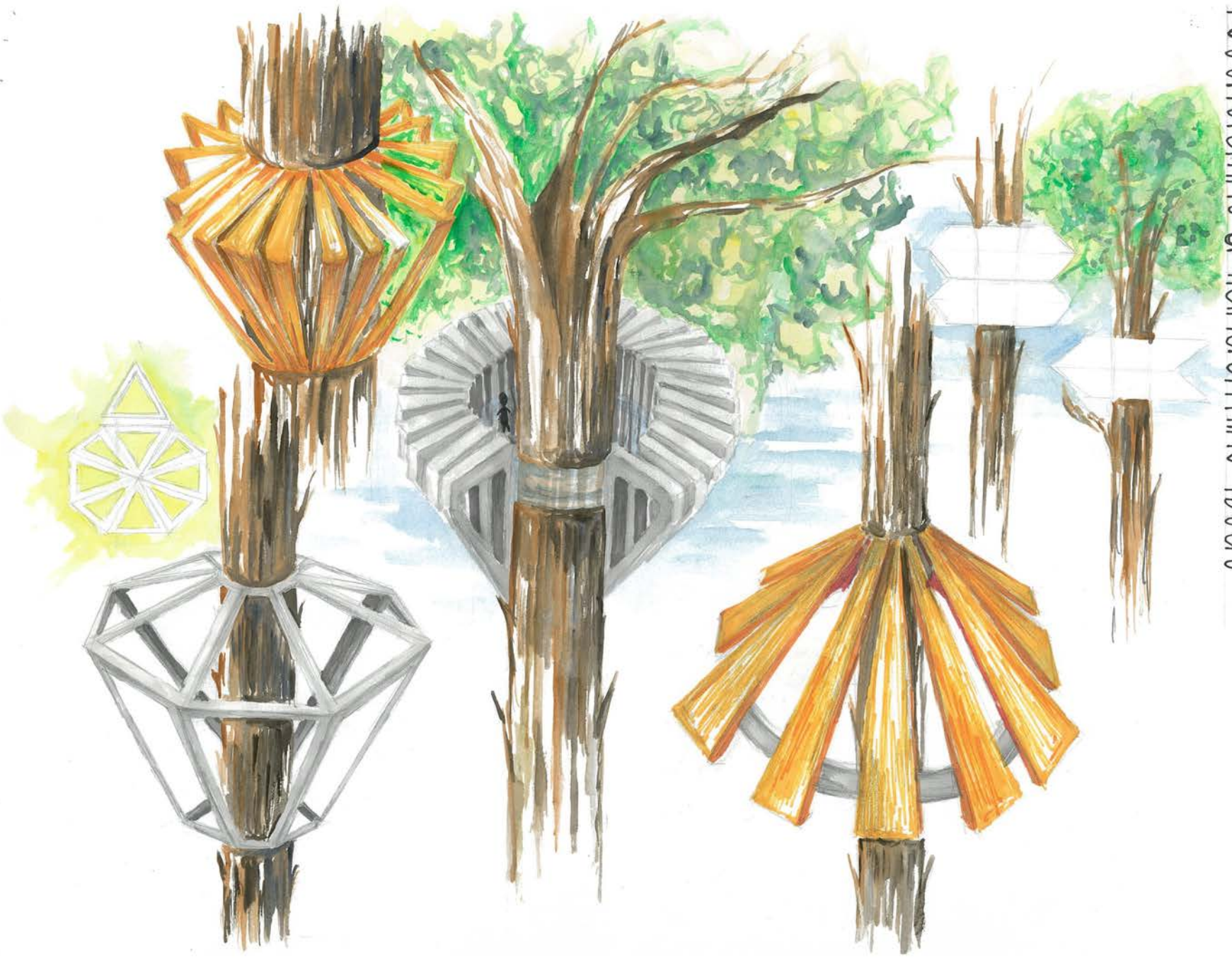


EXPLORING & EXTENDING IDEAS



Regenerating
ideas...

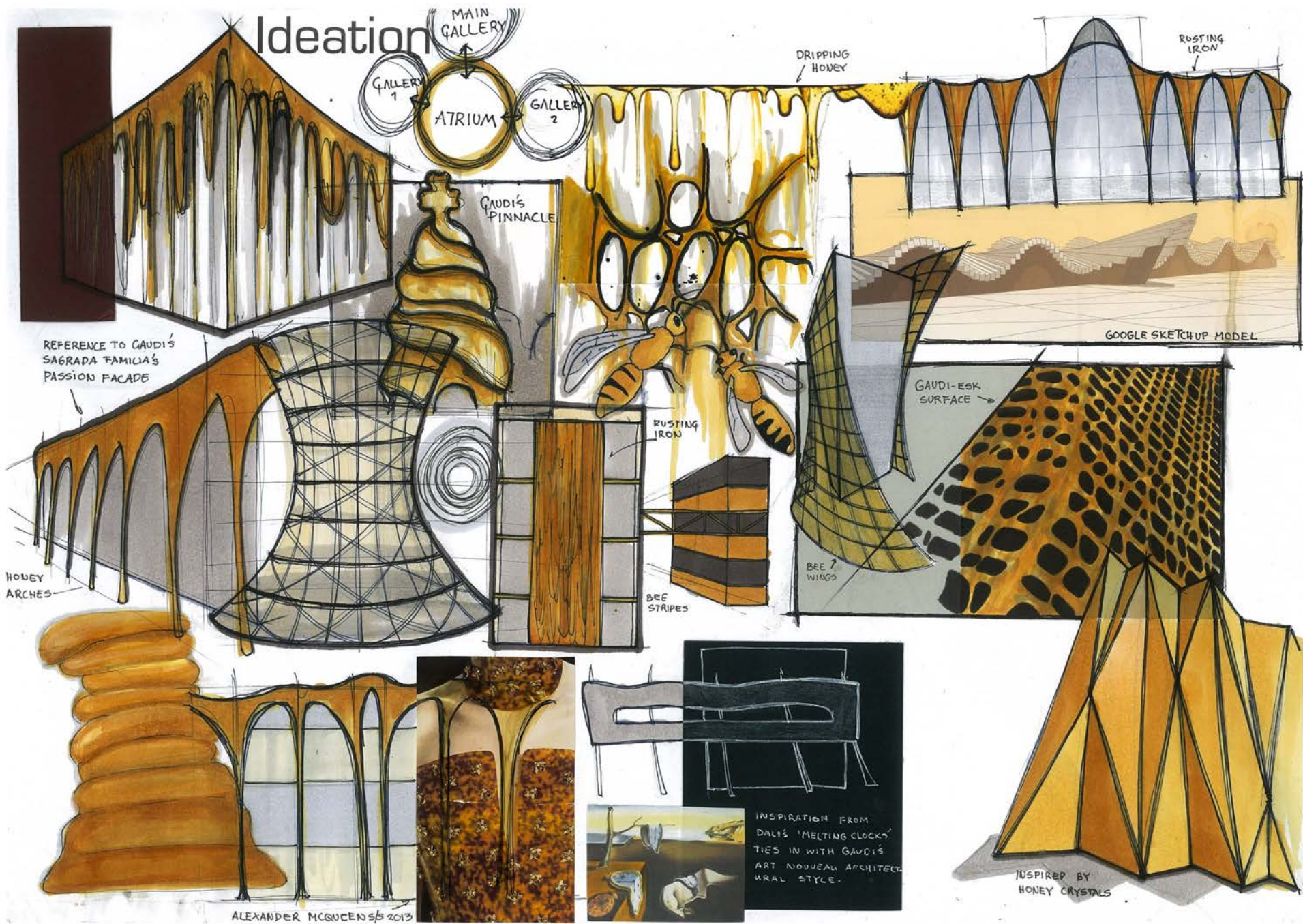
REGENERATING & TRANSFORMING IDEAS





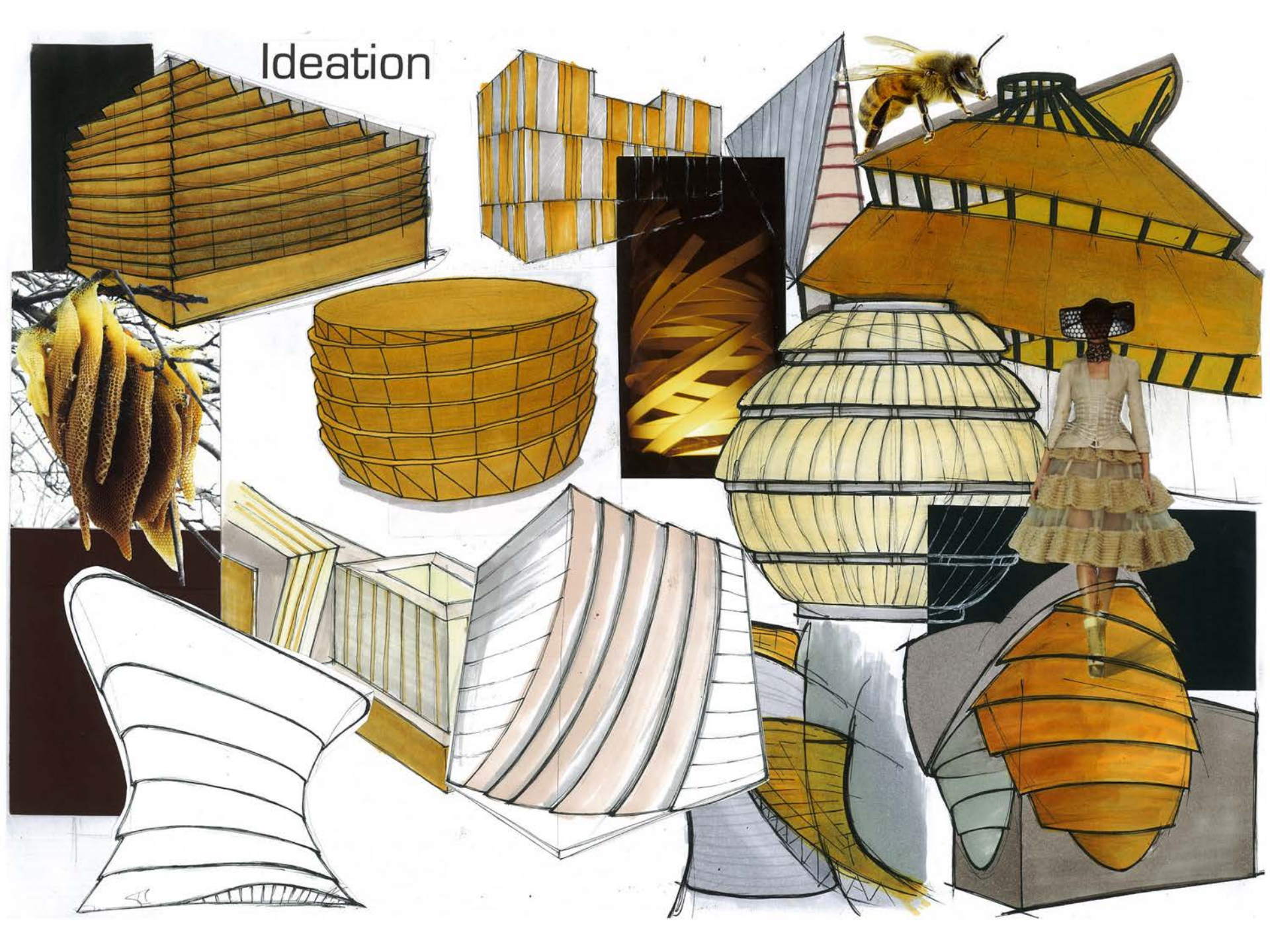
2013 Art Gallery
scholarship
exemplar

Ideation



ALEXANDER MCGUENESS 2013

Ideation



Ideation



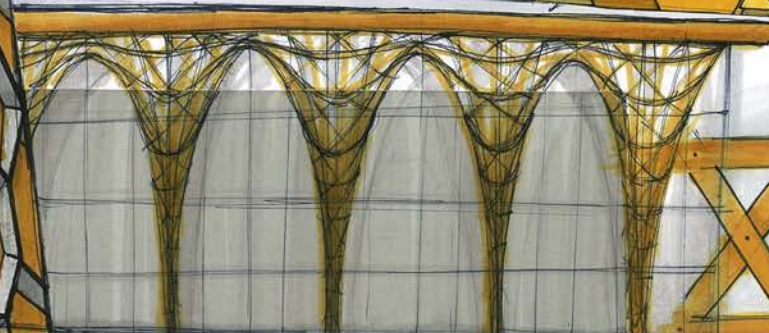
APPLIQUE USED IN ARCHITECTURE

AMBER TINTED GLASS

ALEXANDER MCQUEEN S/S 2013 HEXAGON PATTERNS



AMBER COLOUR



FRAMING FORMS HEXAGON PATTERN

EXPOSED FRAMING THROUGH GLASS

IDEATION SCAFFOLD

*Using an experience(s) to
generate starting ideas*

*using visual communication
strategies to interrogate
and re-generate ideas
towards design ideas.*

*using visual communication
strategies to analyse and
identify an emerging train of
thought and re-interpret
ideas to form design ideas.*

*using visual communication
strategies to challenge
thinking, and extend and
transform ideas to form
design ideas.*

Identify a **STARTING EXPERIENCE** (or a source of inspiration):
Site and analogue (plant, animal, seashell, coral)

Use of manipulation approach: weave, pleat, cut, fold...

Select visual communication **TECHNIQUES**:

Modelling (real and/or virtual), photography, sketching, collage, tracing, etc.

Select visual communication **STRATEGIES**:

Interpretation, abstraction, re-combination, tessellation, exaggeration, rotation, inversion, translation, translocation, deconstruction, etc.

EXPERIMENTAL STUDIES

Produce ideations (experimental studies) from the starting experiences using selected techniques and strategies. The emphasis should be on a range of interpretations and observations to meet the requirement of "interrogate".

RE-GENERATING IDEAS:

From the **ideations** (experimental studies) **produced in the previous step** generate new ideations. This means that the starting ideas are abstracted from the starting experience by two steps of interrogation. They of course may still reference the starting experience but are now new ideas.

Show the initial ideas using graphic media that emerge from the ideation, this provides evidence and validates the ideation process as a providing the beginnings of design ideas.

Assessment Schedule – 2013

Design and Visual Communication: Initiate design ideas through exploration (91627 – 4 credits)

Achievement	Achievement with Merit	Achievement with Excellence
Initiate design ideas through exploration.	Initiate design ideas through insightful exploration.	Initiate design ideas through extensive exploration.
Use visual communication strategies to show alternatives and variations for the purpose of exploring and re-generating ideas.	Use visual communication strategies to show considered alternatives and variations for the purpose of analysing and re-interpreting ideas.	Use visual communication strategies to show divergent and perceptive alternatives and variations for the purpose of extending and transforming ideas.
Origin ideas use starting experiences to generate ideas and lead towards design ideas.	Origin ideas identify an emerging train of thought that informs design ideas.	Origin ideas challenge thinking that informs and enhances design ideas.

Overall level of Attainment for 91627

Underlined aspects were used in making judgements.

A diagonal line indicates that a specific aspect was not in evidence.