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GRDS 705: Design Methodologies  
Professor Jorge J Montero  
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## Design Purpose

### The Purpose

To communicate our essay on the definition of Graphic Design visually without using a computer.

### Essay Excerpts

If underlying communication is understood and acted upon then yes it should be considered as design.

My point is the actual process that went behind this speech is similar to the process of graphic design.

The objective is to effectively communicate, to speak the words of this subject visually, because it has no words of its own to a particular crowd. In Paul Rand's Thoughts on Design, Paul explains; Graphic design- which fulfils aesthetic needs, complies with the laws of form and the exigencies of two-dimensional space; which speaks in semiotics, sans-serifs, and geometries; which abstracts, transforms, translates, rotates, dilates, repeats, mirrors, groups, and regroups-is not good design if it is irrelevant. [1] If the message is irrelevant then all we are doing is moving objects around with no purpose. The planning, research and process that takes place to ensure there is communication is the true essence of graphic design.



## My Methodology at Work

### Word List

I first re-read my essay on graphic design and began making a word list. This is really my first time applying the word list and word mapping technique.

THE PROBLEM TO VISUALLY DEFINE GRAPHIC DESIGN

GRAPHIC DESIGN

GRAPHIC

CALLIGRAPHIC

SCRIPTURAL

WRITTEN

HIEROGLYPHIC

ILLUSTRATIVE

PHOTOGRAPHIC

PICTOGRAPHIC

PICTORAL

DELINEATIVE

REPRESENTATIVE

DESIGN

BLUEPRINT

GAME PLAN

IDEA

LAYOUT

PLAN

PROJECT

SCHEMA

SCHEME

STRATEGY

FORMULATE

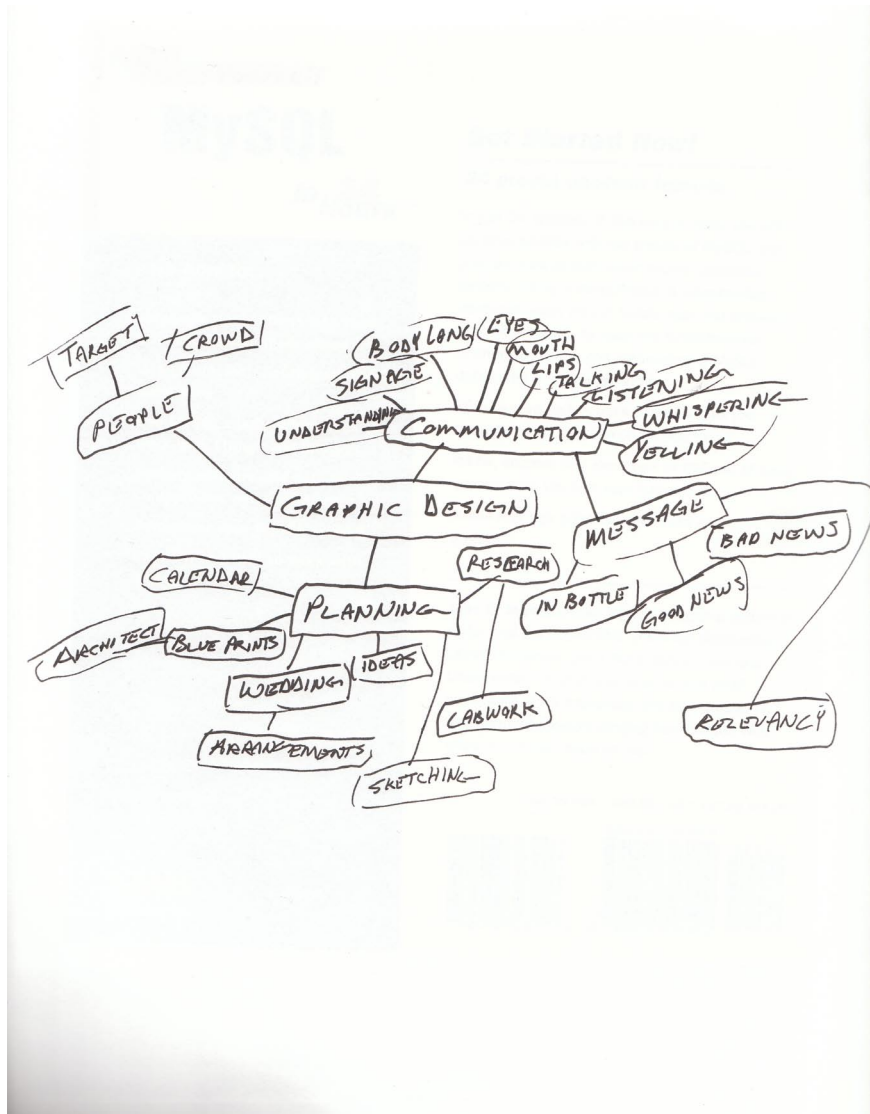
SET OUT



## Word Mapping

### The Mind Map

First time doing a mind map and wanted to do it in pen as to promote constant flowing thoughts.





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## My Station setup

### Drawing Desk

Simple setup but it works for me. The spider man sticker on the wall is my son's.





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## My Forget About It Stage

### Forget and Let the Idea Work

I remember some comments on this stage and to me it is very important. I only implemented this stage for 3 minutes because of time constraints. So I played a couple rounds of Soul Calibur II. Okay it was more like 3 rounds as I got a little side track.

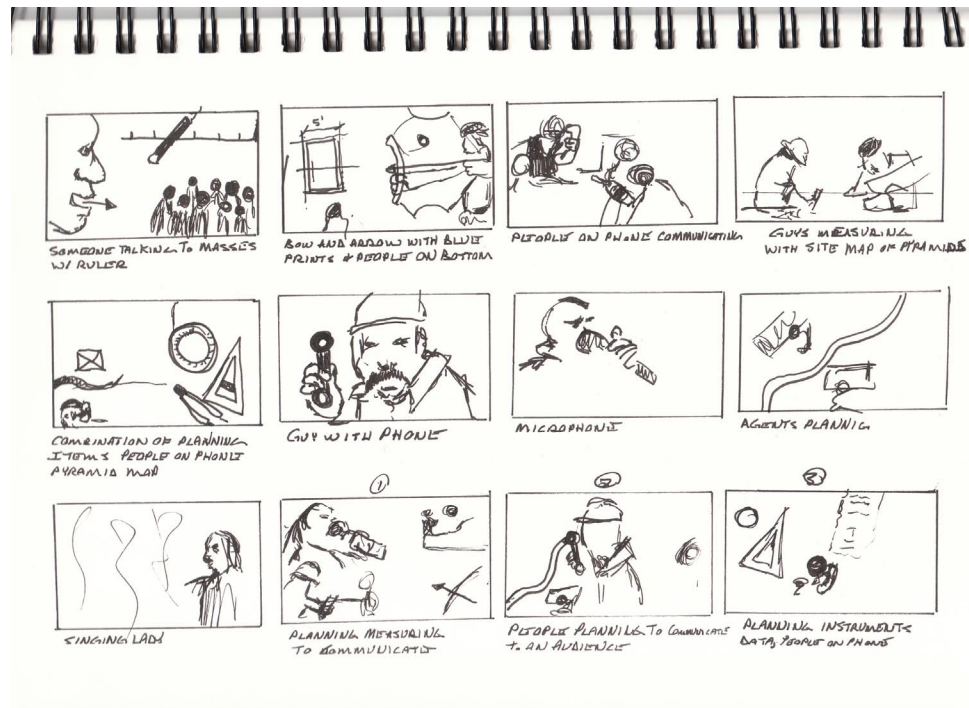




## Thumbnails Sketches

### Thumbnails

Some thumbnail sketches the last three were combined ideas of all the other sketches combined.

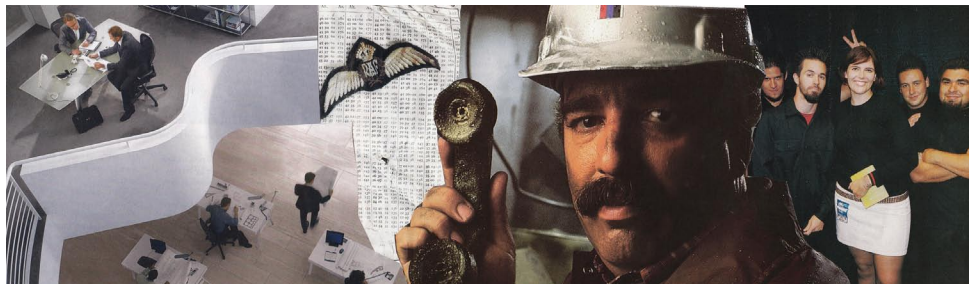




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## Finals





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## Finals Continued

