INSTRUCTORS
Stacie Rohrbach
MM104c
412.268.4281
slr@andrew.cmu.edu

Kristin Hughes
MM104c
412.268.7098
kh@andrew.cmu.edu

Introduction:
The Creative Process

Thoughts on the Creative Process: Josef Muller-Brockmann states, "Every visual creative work is a manifestation of the character of the designer. It is a reflection of his knowledge, his ability and his mentality." As much as this class is learning the fundamentals of how to compose a visual language, it is also about learning how to develop your creative process. Certain factors will help make your process stronger and consequently your work more universally meaningful:

1. **Throw your ego out.** Learn to be objective early on in the process that way you will not get attached to bad ideas. Remember, comfort is safety, but you do not grow.
2. **Ask for others opinions.** Where do ideas come from? For the most part from being curious. The more curious you are, the better your solutions will become. So asking others opinions means reading, talking, collecting stuff, going to museums, looking, studying, and learning.
3. **Keep the center empty;** do not accept an idea until all has been researched. Pre-conceived solutions have nothing to do with successful design. Knowledge and careful observation of content is the driving force behind an interesting solution. By comparing studies based on set criteria you will learn to choose wisely and develop appropriate solutions.
4. **Change from one method of design to another.** Sketch, draw, jump on the computer, be analytical, be intuitive, compare, examine, look at everything, look at one thing, and so on.
5. **Be Honest.** Use personal experiences of reality and be aware of your intentions in your work. There are consequences to all your choices, learn from them.
6. **Have a perspective.** Only after analyzing and interpreting content can you form a perspective from which to communicate. Without a perspective, you do not have an idea. Without an idea you do not have a meaningful solution. Thinking designers develop intriguing designs and make a difference in the world.
7. **Have fun!** We all got into this because we like to make stuff. Continue to do the things you enjoy: drawing, painting, taking photos, collage work, making models—whatever it is that inspires you. Bring these and all experiments to your work. Make connections. Playing can be seriously addicting, and rewarding.

Course Objectives
- *To recognize, articulate, and illustrate the value and wise use of typography— informative and expressive—across mediums;*
- *To use typography as a form of poetic visual rhetoric that includes denotative and connotative voices;*
- *To discover, manipulate, and create concrete examples of type used as image;*
- *To analyze existing typographic systems and apply lessons learned to the creation of your own system;*
- *To use, and seamlessly move between, various media as a means of quickly generating and expressing, appropriate ideas;*
- *To research a topic, develop a position, and communicate your view using subjective, and objective voice;*
- *To articulate your ideas well both visually and verbally.*