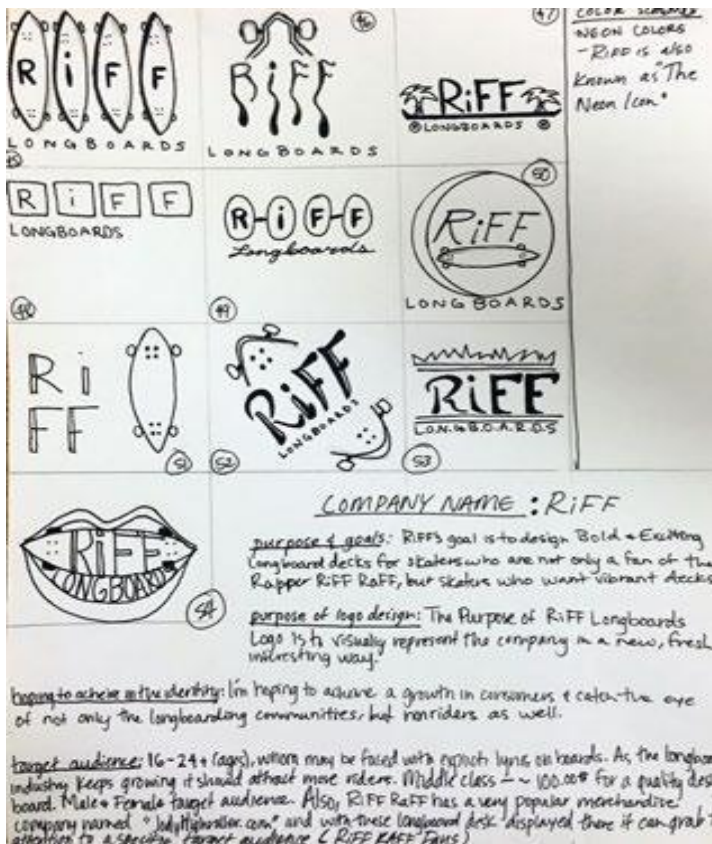




VOCATIONAL AND CAREER EDUCATION
APRIL 27TH – MAY 1ST 2020

This is a general Graphic Design activity. Please make sure you are checking your BPS e-mail and Microsoft TEAMS for updates from your teachers. They will be sending you other activities that are specifically designed for your class.

The Generating ideas part of the design process includes sketching.





INTRODUCTION

Thumbnail sketches are how artists and designers can visualize their ideas. We become even more effective after some preliminary thought has occurred, such as:

1. Asking questions,
2. Creating list,
3. and mind mapping.

These activities help develop the concept and strategy of a design, where sketching visually describes the concept and brings it to life. Thumbnail sketches should be small, hence the term "thumbnail. The size is not as important as the breadth of the exploration.

The purpose of thumbnail sketching is to explore lots of ideas quickly. Use the thumbnail sketching to visually explore lots of ideas. Coming up with uniquely original ideas may be the most difficult part of the design process. Ideas are dependent on and require defining the problem and learning (research) has taken place. This same process could also help us in other areas of our lives. For example, it's not unusual for people to jump to conclusions. Often, these conclusions are inaccurate and cause more problems. The generating ideas part of the design process can help students come up with better solutions and ideas to any problem.

Ideas are what separate decent designers from exceptional designers. This is where innovation happens. Designers must actively generate ideas. The goal is to use existing research to experiment.

Thumbnail Sketches

Typically, thumbnail sketches are just a small part of a larger project. For this assignment, students will practice volume sketching in order to come up with unique ideas. Experience has found that the first 10–15 sketches typically produce the expected cliché outcome.

Produce 50 different thumbnail sketches (in a sketchbook) for a company of your choice. (each thumbnail should be SMALL no more than 3-4 inches)

Process:

1. Choose a company.
2. Define some of the company's characteristics
3. research (e.g. products/services, target audience, where is it, etc.).
4. Thumbnail sketches.

When completed, save the work to your Office365 OneDrive and feel free to share it with your teacher.