

MA VISUAL COMMUNICATION

PROCESS : 过程



DIVERGENT THINKING

- ❖ DIVERGENT THINKING IS A THOUGHT PROCESS USED TO GENERATE CREATIVE IDEAS BY EXPLORING MANY POSSIBLE SOLUTIONS.
- ❖ ESSENTIAL FOR CREATIVITY AND INNOVATION.
- ❖ USED IN PROBLEM-SOLVING, BRAINSTORMING AND ARTISTIC EXPRESSION.

WHO?

- ❖ THE PSYCHOLOGIST J.P. GUILFORD INTRODUCED THE CONCEPT OF 'DIVERGENT' AND 'CONVERGENT' THINKING IN 1956 AS PART OF DEVELOPING HIS IDEAS ON THE NATURE OF INTELLIGENCE AND CREATIVITY.
- ❖ CONTRIBUTIONS FROM OTHER PSYCHOLOGISTS LIKE EDWARD DE BONO (LATERAL THINKING).

KEY CHARACTERISTICS

1. FLUENCY:

ABILITY TO GENERATE MANY IDEAS.

2. FLEXIBILITY:

ABILITY TO PRODUCE A VARIETY OF IDEAS OR SOLUTIONS.

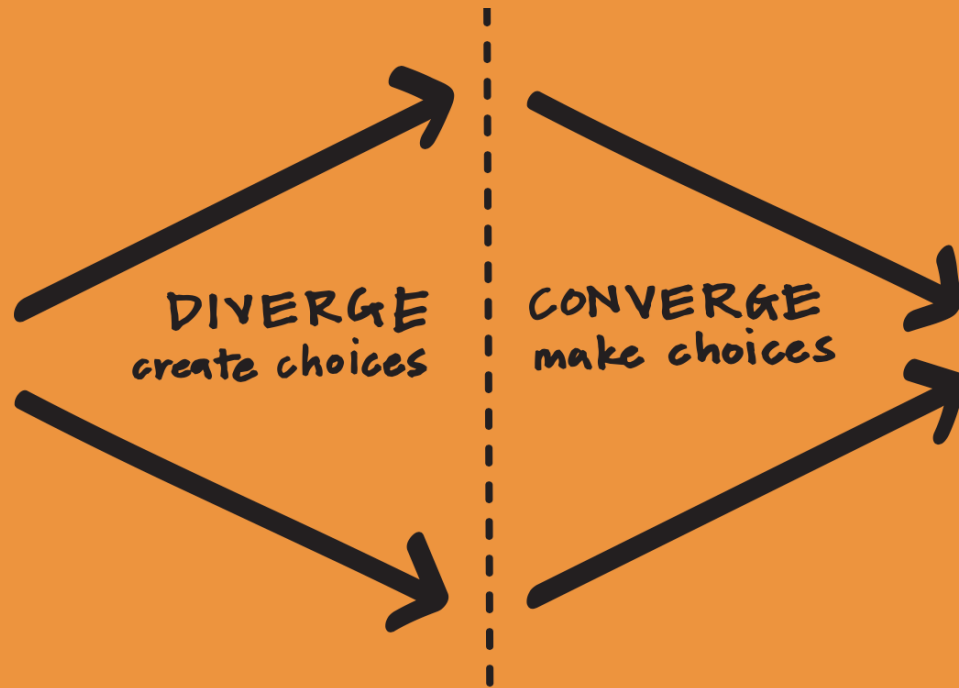
3. ORIGINALITY:

ABILITY TO PRODUCE UNIQUE OR NOVEL IDEAS.

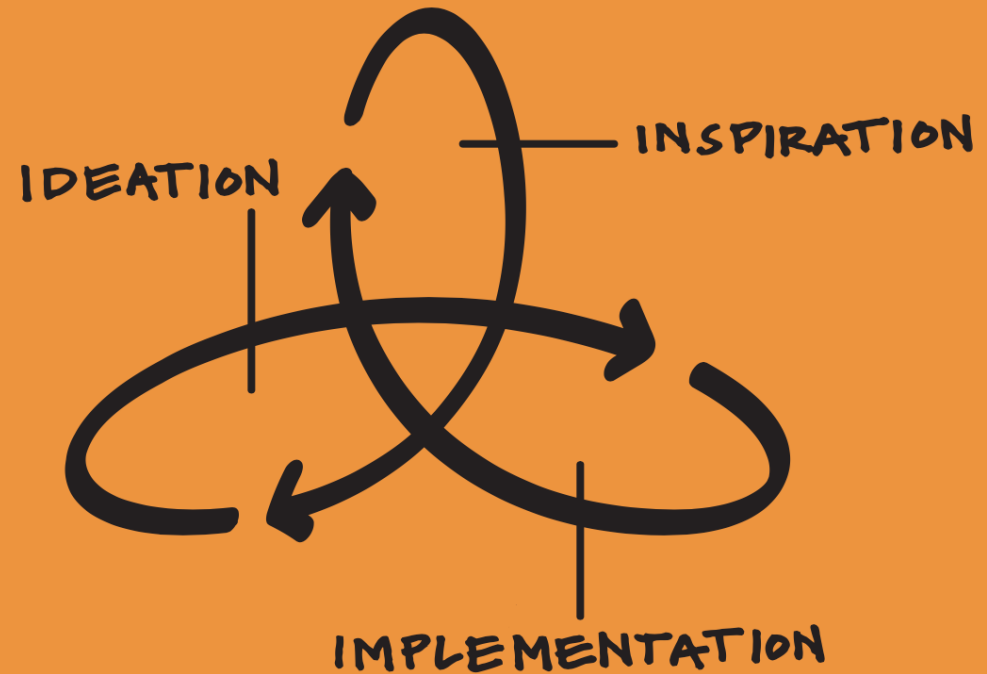
4. ELABORATION:

ABILITY TO EXPAND ON IDEAS AND ADD DETAILS.

IDEO DESIGN THINKING

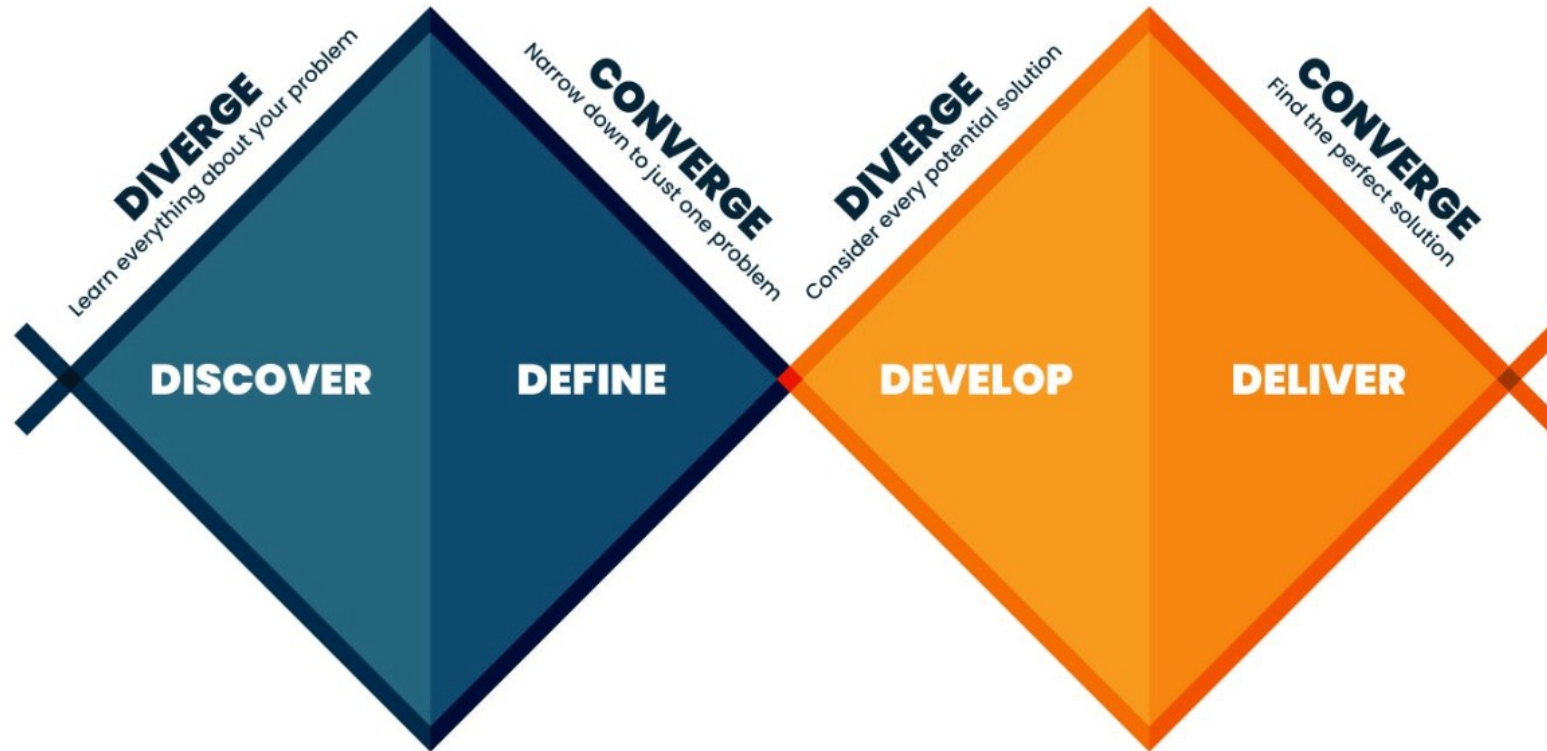


Divergent and convergent thinking



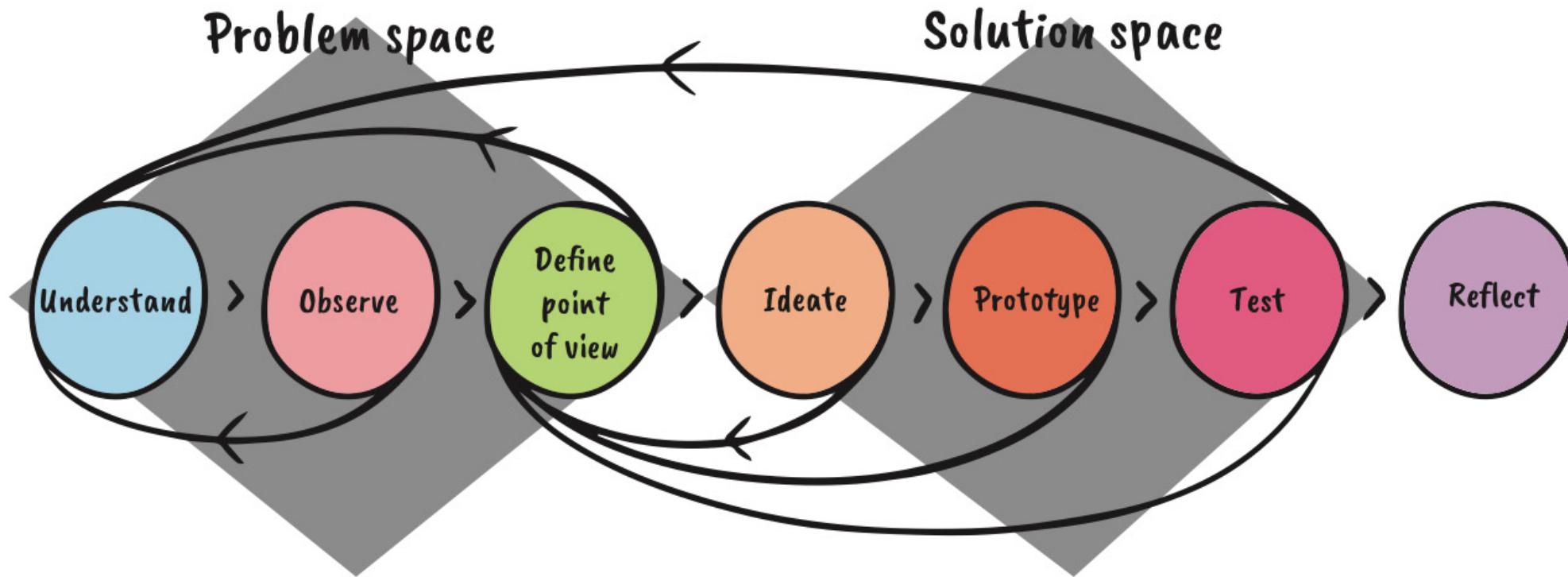
The 3 core activities of design thinking

DOUBLE DIAMOND



FRAMEWORK

DOUBLE DIAMOND



FRAMEWORK

TECHNIQUES

1. BRAINSTORMING TECHNIQUES:

- ❖ LIST IDEAS WITHOUT CRITICISM.
- ❖ QUANTITY OVER QUALITY.

2. MIND MAPPING:

- ❖ VISUAL REPRESENTATION OF IDEAS.
- ❖ ENCOURAGES CONNECTIONS BETWEEN CONCEPTS.

3. SCAMPER TECHNIQUE:

- ❖ SUBSTITUTE, COMBINE, ADAPT, MODIFY, PUT TO ANOTHER USE, ELIMINATE, REVERSE.

4. LATERAL THINKING:

- ❖ EDWARD DE BONO'S THINKING HATS-LATERAL THINKING.

CONVERGENT THINKING

- ❖ A COGNITIVE PROCESS IN WHICH A PERSON TRIES TO FIND A SINGLE, CORRECT SOLUTION TO A PROBLEM.
- ❖ CONTRAST WITH DIVERGENT THINKING, WHICH INVOLVES GENERATING MULTIPLE POSSIBLE SOLUTIONS.
- ❖ CRUCIAL FOR TASKS REQUIRING A CLEAR, CORRECT ANSWER.
- ❖ USED IN DECISION-MAKING, PROBLEM-SOLVING, AND CRITICAL THINKING.

KEY CHARACTERISTICS

1. **FOCUS :**

NARROWING DOWN THE OPTIONS TO FIND THE BEST OR CORRECT ONE.

2. **LOGIC AND REASONING:**

USING LOGICAL REASONING TO ARRIVE AT A SOLUTION.

3. **ACCURACY:**

IMPORTANCE OF PRECISION TO FIND SOLUTIONS.

4. **PROBLEM SOLVING STEPS:**

IDENTIFYING THE PROBLEM; ANALYSING INFORMATION; GENERATING SOLUTIONS; SELECTING THE BEST ONE.

TECHNIQUES

1. CRITICAL THINKING:

- . LOGICAL THINKING.
- . LOGIC PROBLEMS, CHESS, MATHS.

2. DECISION MAKING MODELS:

- . SWOT (STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS).
- . PROS AND CONS LISTS.

3. STRUCTURED PROBLEM-SOLVING METHODS:

- . SCIENTIFIC METHODS (HYPOTHESIS, EXPERIMENT, CONCLUSION).

4. EDUCATIONAL NORM:

- . STANDARDISED TESTING METHODS- EXAMS- MULTIPLE CHOICE ETC.

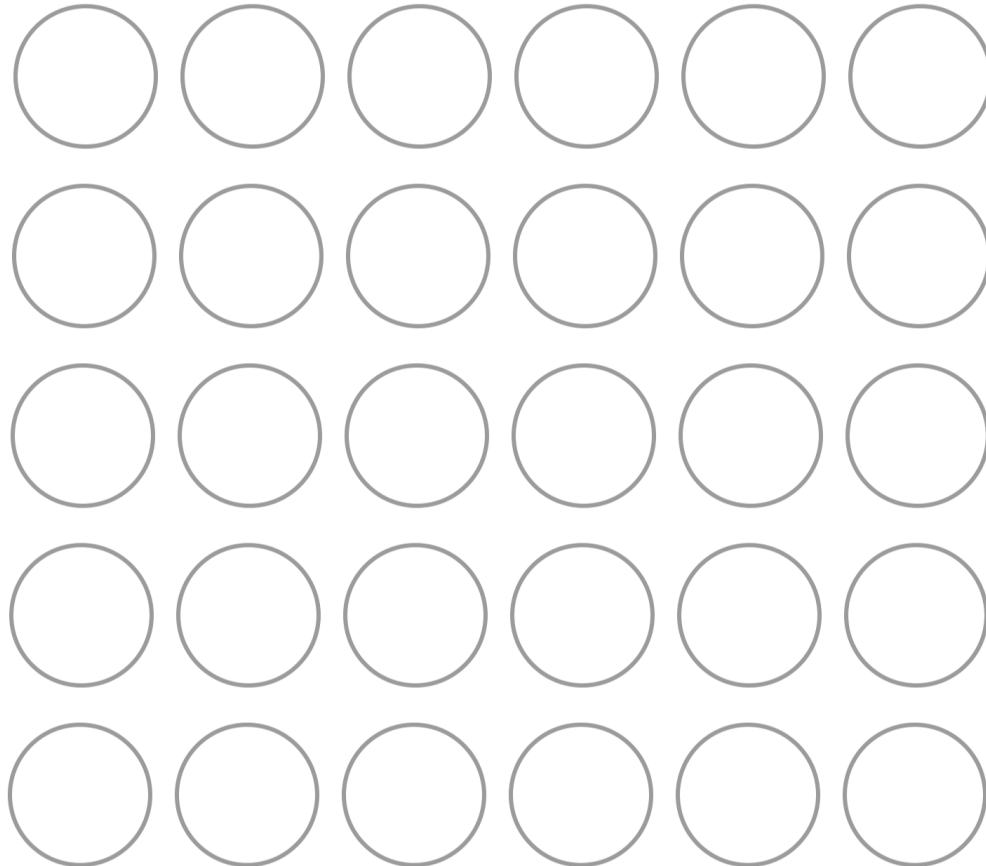
DIVERGENT THINKING

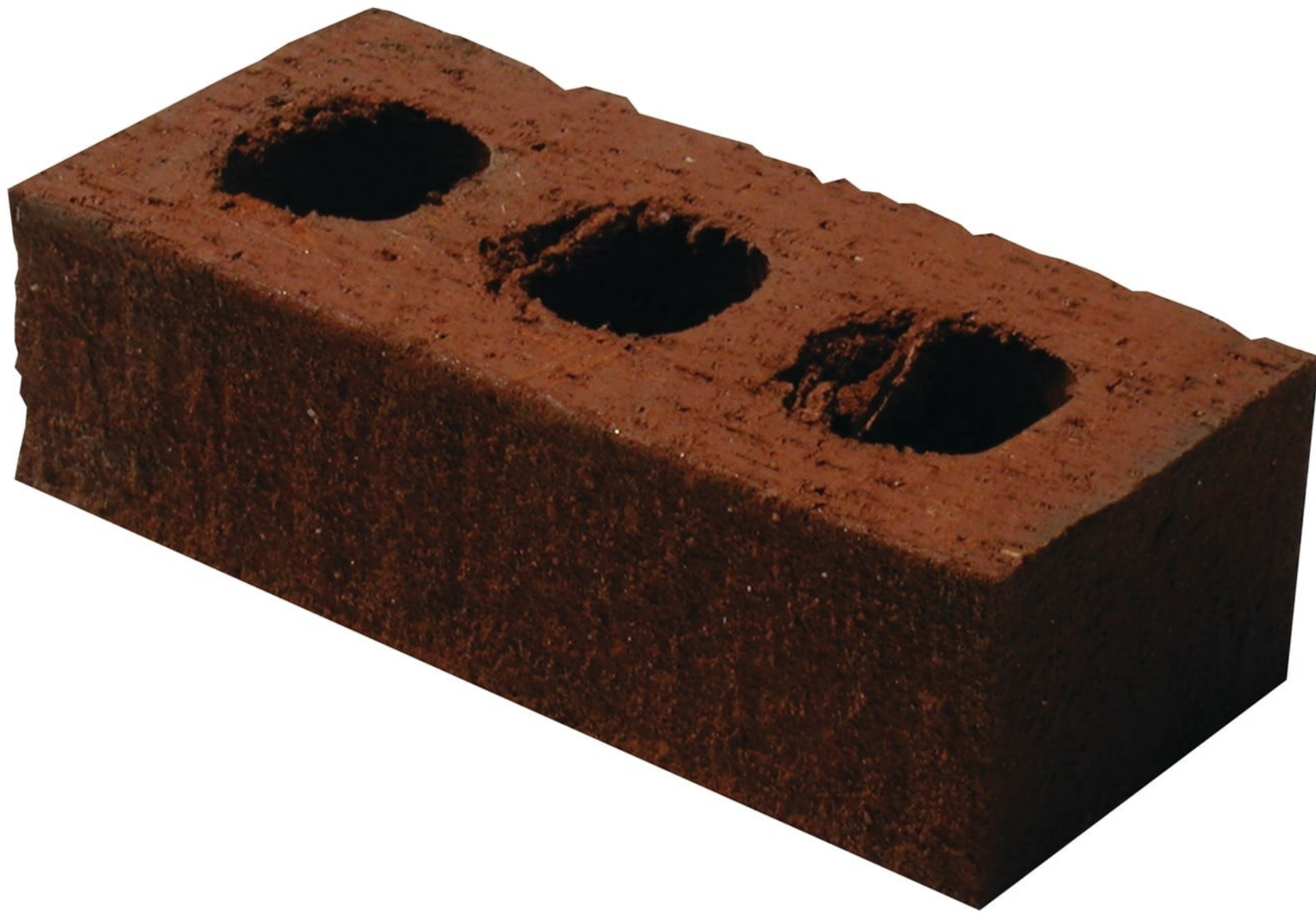
- ❖ DEFER JUDGEMENT
- ❖ PRODUCE LOTS OF IDEAS
- ❖ BUILD ON OTHER IDEAS- SEEK WILD AND UNUSUAL IDEAS.
- ❖ THERE ARE NO WRONG ANSWERS!
- ❖ IT'S IMPORTANT TO SAY : “YES (...AND)”

DIVERGENT

CREATIVITY ACTIVITIES

30 Circles Challenge





BRAINSTORMING

“BRAINSTORMING MEANS USING THE BRAIN TO STORM A CREATIVE PROBLEM AND TO DO SO IN COMMANDO FASHION, WITH EACH STORMER AUDACIOUSLY ATTACKING THE SAME OBJECTIVE.”

ALEX F. OSBORN, AMERICAN AD EXECUTIVE AND THE FATHER OF BRAINSTORMING,

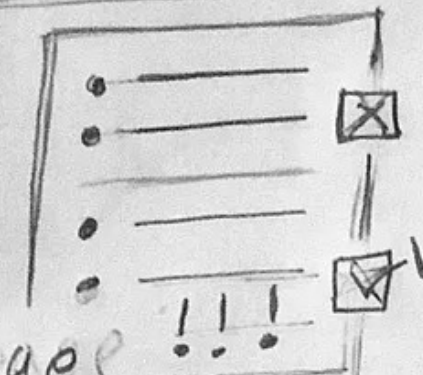
Brainstorm

- no filter
- anything goes
- bullet list
- brain dump
- #1 rule
- words, images, phrases, sounds (raw materials)
- audience, problems, solutions
- solving puzzle
- "page" could be

upside down

Never give up on brainstorming

before filling the full page.



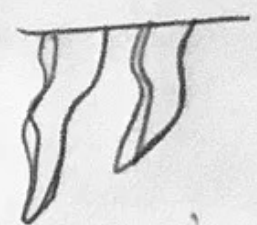
= Creativity



- move disorganized the better
- third time, sigh that hack works
- Keep going, unless idea is pure gold

done right, there's a time you sit down it by time you sit down

1. Dump
2. Demo
3. Draft



most initial ideas will suck

- you'll want to quit early
- leads to day of depression (tiny difference)

- limitless tasks
- Scave your brain (energy conservation)
- if full page fails,

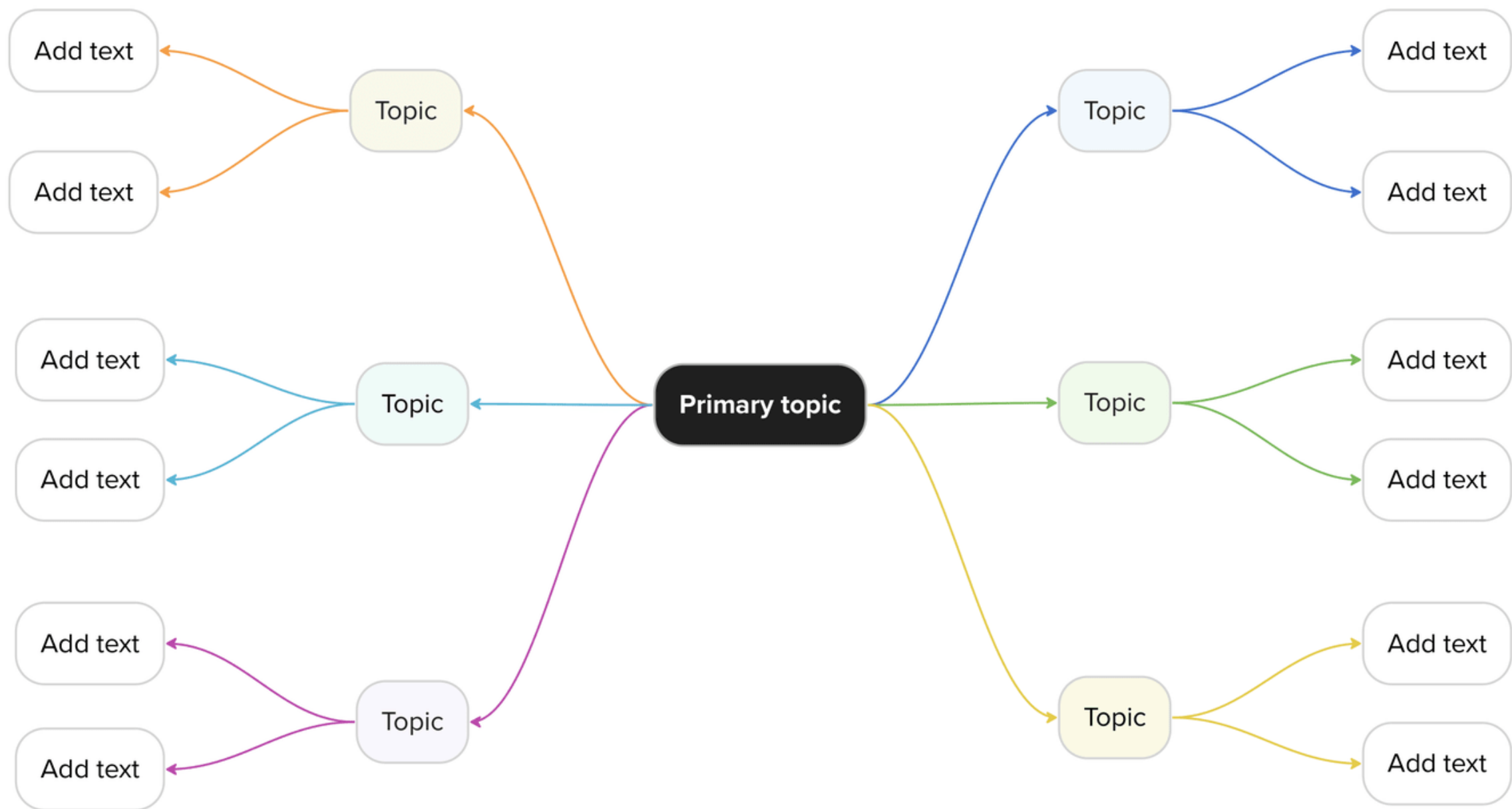
exactly what you want
→ good! want

no evading until demo

big, small, messy, neat, overlapping

MINDMAPPING

TONY BUZAN









CINEMA

POSTER



LOREM IPSUM DOLOR SIT AMET

Lorem ipsum **dolor sit amet**, vis et principes **instructor**, an sea sale adolescens. **Vocent philosophia** sit et. Ex vim omittam **cotidieque** omittantur, ad eum ignota erroribus, vis mucus **fuisse legendos** at. Illum utroque minimum usu et, **pro prima oportere** an. Sea no impetus habemus **delicatissimi**, et vix minim aliquip. Pro eu **debitis moderatius** elaboraret, vel in **porro consetetur**.

CINEMA

POSTER



LOREM IPSUM DOLOR SIT AMET

Lorem ipsum **dolor sit amet**, vis et principes **instructor**, an sea sale adolescens. **Vocent philosophia** sit et. Ex vim omittam **cotidieque** omittantur, ad eum ignota erroribus, vis mucius **fuisse legendos** at. Illum utroque minimum usu et, **pro prima** oportere an. Sea no impetus habemus **delicatissimi**, et vix minim aliquip. Pro eu **debitis moderatius** elaboraret, vel in **porro consetetur**.

PROCESS VARIABLES

- ❖ TEXT SIZE TEXT SIZE
- ❖ FONT font **font** font
- ❖ COLOUR COLOUR COLOUR
- ❖ POSITION POSITION
- ❖ SCALE A3, A4, A5
- ❖ DIGITAL vs PHYSICAL
- ❖ LANGUAGE 语言
- ❖ IMAGERY...

ACTIVITY

YOU'VE BEEN ASKED TO REDESIGN A COMMON OBJECT. IDEAS FOR A NEW...

❖ UMBRELLA

❖ CHAIR

IN YOUR GROUPS:

❖ **BRAINSTORM ALL THE DIFFERENT POSSIBILITIES YOU CAN THINK OF**

❖ **AS MANY IDEAS AS YOU CAN ON WHAT A NEW VERSION COULD BE**

THINK ABOUT THE VARIABLES

SHAPE, MATERIAL, STRENGTH, PORTABILITY, SIZE, USES...

ACTIVITY

- ❖ 5 MINUTES TO PRODUCE AS MANY **GOOD IDEAS** AS YOU CAN
- ❖ ONE IDEA PER NOTE
- ❖ YOU CAN TALK OR JUST DO IT ON YOUR OWN
- ❖ DRAWING OR WRITING IN ENGLISH OR MANDARIN
- ❖ DON'T JUDGE, JUST WRITE (THINK "YES AND...")
- ❖ STICK THEM ON THE DESK

ACTIVITY

- ❖ 5 MINUTES TO PRODUCE AS MANY **BAD IDEAS** AS YOU CAN
- ❖ ONE BAD IDEA PER NOTE (DIFFERENT COLOUR)
- ❖ YOU CAN TALK OR JUST DO IT ON YOUR OWN
- ❖ DRAWING OR WRITING IN ENGLISH OR MANDARIN
- ❖ DON'T JUDGE, JUST WRITE (THINK YES AND...)
- ❖ STICK THEM ON THE DESK

BRAINSTORMING

- ❖ WHAT DO THE **BAD IDEAS** TELL YOU ABOUT YOUR PROJECT?
- ❖ WHAT INSIGHTS DOES THEY OFFER INTO THE KEY VALUES OF YOUR CHALLENGE?
- ❖ DOES THEY OFFER ANY CLUES AS TO WHAT MIGHT BE AN **ALTERNATIVE GOOD IDEA**?
- ❖ IS THERE ANY ASPECT OF YOUR BAD IDEA THAT YOU COULD CHANGE TO MAKE IT BETTER?

Level 7	FAIL	FAIL	MARGINAL FAIL	SATISFACTORY (Pass)	GOOD to VERY GOOD (Merit)	EXCELLENT (Distinction)	EXCEPTIONAL (Distinction)
Category	0-29%	30-44%	45-49%	50-59%	60-69%	70-84%	85-100%
Knowledge and understanding (A systematic, conceptual understanding of knowledge, and a critical awareness of current problems and/or new insights, much of which is at, or informed by, the forefront of the <u>discipline</u> ; a comprehensive understanding of techniques applicable to their own research)	Major gaps in knowledge and understanding of the subject matter is not <u>systematic</u> . Substantial inaccuracies. No awareness of current problems, insights or the latest research and/or advanced scholarship within the discipline.	Gaps in knowledge, with only superficial systematic understanding. Some significant inaccuracies and/or irrelevant material. No critical awareness of current problems, insights, or latest research within the discipline.	Limited knowledge and systematic understanding of the concepts and principles within the <u>subject area</u> , which to some marginal extent, is informed by current research and scholarship. Some critical awareness of current problems and/or new insights, but often under-developed.	Knowledge is accurate and reasonably detailed. A systematic understanding of the field of study informed by, to some extent, current research and scholarship. A critical awareness of current problems and/or new insights though this may be under-developed occasionally.	Knowledge has a well-defined focus, which is reasonably extensive, coherent and detailed, with a critical awareness of current problems and/or new insights. Exhibits good understanding of the breadth and depth of contemporary and established views, and the work is, at least in part, well-informed by current research and scholarship.	Excellent mastery of a complex and specialised area of knowledge. A systematic, excellent understanding of the concepts of the subject informed by <u>current research and scholarship</u> . Highly critical awareness of current problems and/or new insights. A critical, awareness of how the boundaries of knowledge <u>are</u> advanced through <u>research</u> .	Exceptional mastery of a complex and specialised area of knowledge. An exceptionally critical awareness of current problems and/or new insights. An outstanding understanding of the concepts of the subject, well-informed by current research and scholarship. A critical, sophisticated and nuanced awareness of how the boundaries of knowledge <u>are</u> advanced through <u>research</u> .

PROCESS FOR HSBC BRIEF

- ❖ AS PART OF THE BRIEF START KEEPING A SKETCHBOOK. I RECOMMEND USING YOUR TABLET AS A FORM OF DIGITAL SKETCHBOOK.
- ❖ USE YOUR TABLET TO WRITE DOWN IDEAS, SKETCH IDEAS, TAKE PICTURES OF THINGS THAT INTEREST YOU, FILM VIDEOS OR TAKE SOUND RECORDINGS.
- ❖ WE NEED TO BE ABLE TO SEE YOUR CREATIVE JOURNEY- HOW DID YOUR IDEAS EVOLVE? WHAT INFLUENCED YOU?

Brainstorm Session

COMPENSATION
LET'S TRY TO PAY
VOLUNTEERS FOR
THEIR TIME
HOW MUCH WILL
BUDGET ALLOW?

what should the art highlight?

- Community
- Inclusion
- Food
- History
- Local Businesses

SOCIAL MEDIA POST IDEAS

- Proposed Artwork
- Call for Submissions
- Site "before" photos
- Progress photos
- FINAL MURAL
- COMMUNITY SELFIES

MURAL PROJECT

Community Activation

- ask local residents for input
- get youth volunteers to help with painting
- photograph students from highschool for photos?

Team: Michael - Lead
Carson - Comm. Outreach
Neha - Designer
Susan - Logistics
Aled - Painter

NEHA WILL MAKE A SOCIAL MEDIA ACCT. TO DRUM UP ATTENTION.
ACCT. NAME IDEAS:

- MURALS 4 GOOD
- Murals 4 Change
- Art4Good

TAKEN

Assigned to Neha

Teamwork makes the dreamwork!!

32%

Mural Concepts



Color Palette



This needs to be a project about a sense of belonging and what it means to live in our neighborhood, together, now.

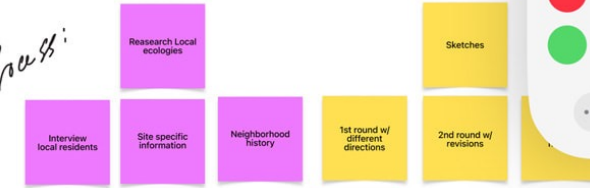
Yes! 100%! — thinking we might partner with the school. Maybe get the kids to write a story that we illustrate in the mural.

Yeah, what should the prompt be? How about something like a time capsule? Maybe we ask for their strongest memories, or their best memories, or something like what "home" means to them?



Art details / dimensions 30ft

Process:



SUSAN, DO WE HAVE THE PERMIT PAPER WORK?

Paint the final mural art on location!



In order to show "difficult", I searched for ancient Chinese fonts.

Because the font has more strokes, it can better reflect "difficult". I changed these words based on the font I found. To make it look even more clumsy.



To further highlight "difficult," I've turned the word "difficult" red.

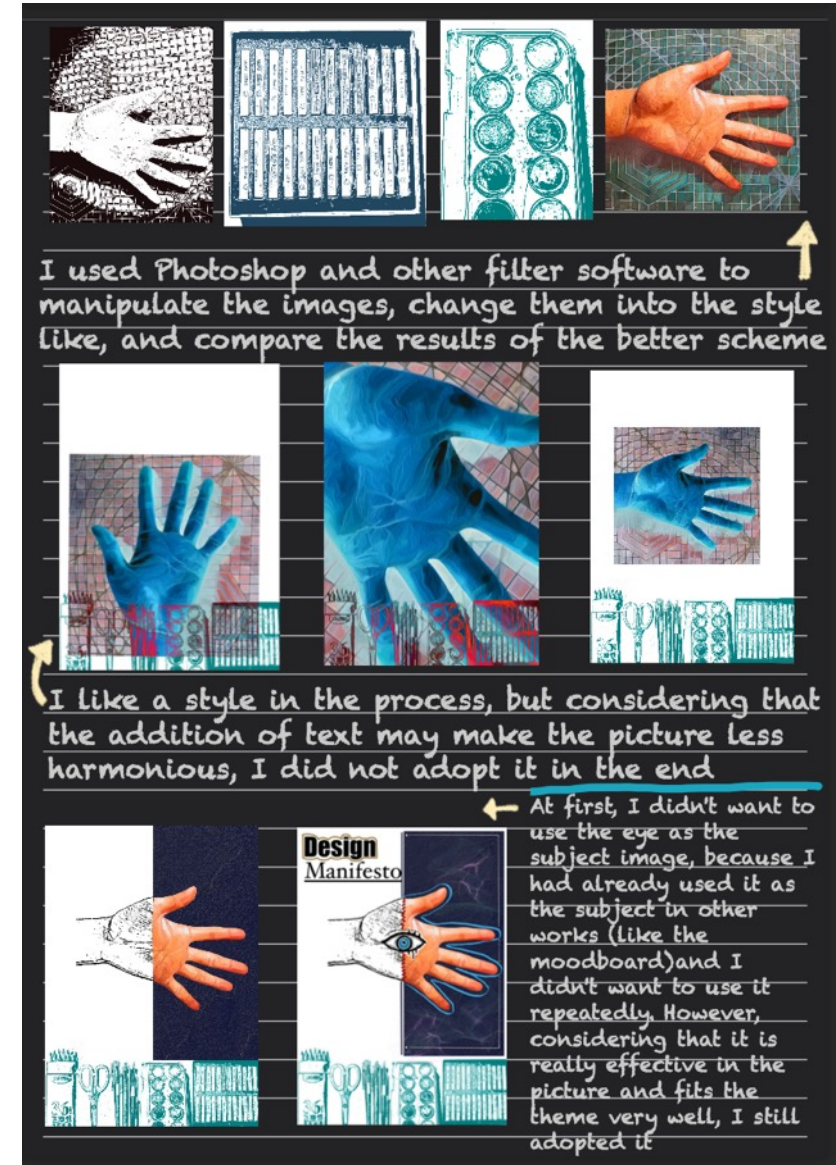
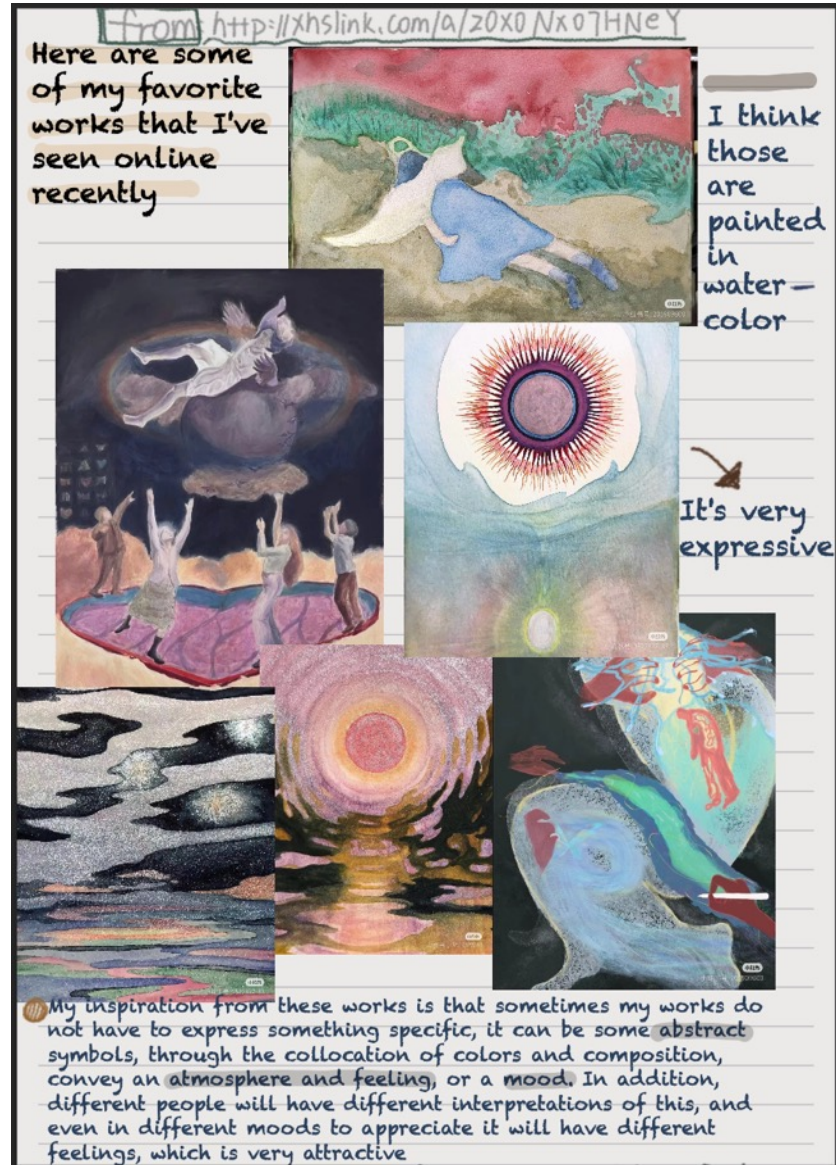


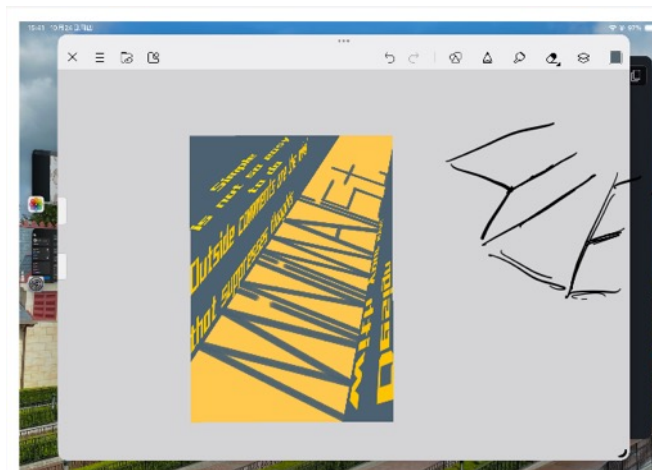
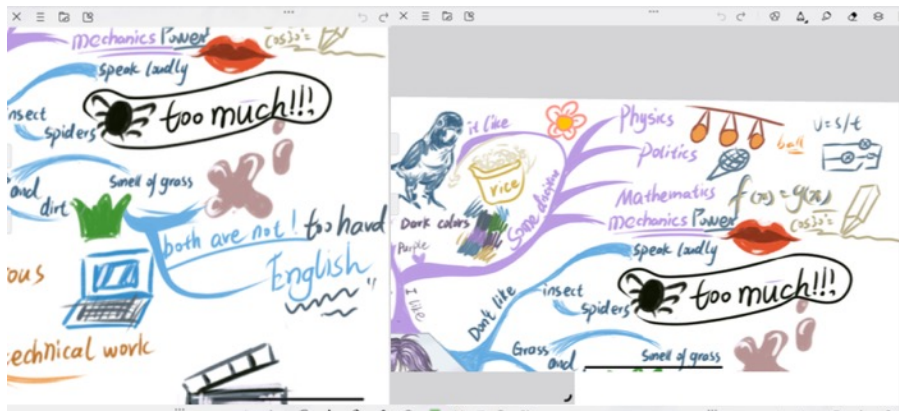
Influenced by the photo on the left, it gives me a feeling of being an elf in nature, very calm, but a little sad. And the butterflies around it are interesting, so I found pictures of butterflies and added them to my collage. I added tears to my collage task, tears can only



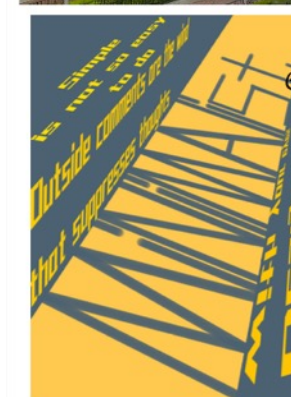
In addition, I set the fault pattern here on the flower to make it even more strange feeling.







立体化
各角度各
看状态者
Three-dimensional
multi-angle,
multi-perspective
viewing



The end.
加了一点蓝调在里面。
在蓝色背景中加黄色作星星提亮
了纯暗的面积。
主题与极简主义有关。
又加了三条我对艺术创作的理解。
Add a little blues to the black,
the stars in yellow on the blue background
brighten the pure dark area, the poster theme is
minimalist, and add three more my understanding
of artistic creation

The backstory

HSBC understands that life, business and careers are never a straight line – and for those who seek to live, study and then work abroad at some point in their lives, it's even more of a leap into the unknown.

International students and emerging talent represent a powerful community of future wealth and business leaders. They are a diverse community from all over the world, bound together by a love for personal growth, exploration, experiences, career and business opportunities. Becoming an international student is one of the most exhilarating experiences in life. It can often be the first time you really get to fully immerse in a different culture, leave home, and be part of something bigger.

HSBC wants to support these students and own the space around those who want to live their lives on the international stage. They also want to change the perception of financial institutions to help them not only attract new customers, but also showcase the brand as a great place to work itself.

What's the challenge?

Build an emotional connection with HSBC's most valuable audiences of the future through a campaign that lives across multiple platforms.

You need to create a campaign that speaks directly to international students that can expand across everything from events to social media to out of home activations.

Who are we talking to?

International students (those studying away from home) around the world, but with a particular focus on ASEAN, China, India, MENAT, UK and Hong Kong.

Whilst your core audience should be those still studying, you should also consider how your idea might span to those who are at the very start of their careers, including recent graduates and interns.

Things to think about

Why HSBC?

International is HSBC's sweet spot. And that's why it's the perfect place for international students. Their international networks mean they can spot insights, connections, and know-how that other, smaller networks can't.

They can connect their customers to experienced people and businesses that have been there. Provide innovation from those who are getting there. They can open up a world of opportunity. By being with HSBC you're not just connected to their network, you're connected to the network they are part of too.

Student life

What are the unique issues that international students are facing and how can your campaign showcase how HSBC can solve them? HSBC have included a range of audience insights in their brief pack to help you get started.

Career starters

A great campaign can build brand notoriety. How can your idea give inspire this audience so much they might even choose to work with HSBC? By creating a campaign that can debunk the myth that banking is boring, and innovation is everywhere, you can not only build brand loyalty but also inspire audiences to want to work for the brand too.

The important stuff

You must develop a campaign that speaks to international students in HSBC's key markets.

Present:

Your solution. Clearly explain your idea and how it would work. You should include at least three different executions of your idea across various platforms (social media, OOH (Out of Home), in-branch, airport media, etc) and the justification for your chosen outputs.

Your creative process. How you arrived at your solution and key insights from your research, especially audience insights.

What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

NOTES

- ❖ HSBC- NOT JUST HISTORY, BUT WHAT IS IT DOING NOW (VISUALLY) TO ENGAGE WITH CUSTOMERS?
- ❖ INTERNATIONAL STUDENTS- WHAT IS IT DOING NOW (VISUALLY)?
- ❖ RELATIONSHIP BETWEEN COMPANIES AND CUSTOMERS- WHAT ARE GOOD EXAMPLES OF HOW BANKS, OTHER TYPES OF BUSINESSES ARE DOING THIS NOW. (FASHION BRANDS, SPORTS TEAMS, TECH FIRMS ETC)?
- ❖ START YOUR PROCESS WORK....
- ❖ RESEARCH THE THREE AREAS ABOVE- LOOK AT OTHER DESIGNERS, LOOK AT OTHER INDUSTRIES- WHAT INTERESTS YOU? PUT THESE THINGS IN YOUR SKETCHBOOK/ DESIGN SHEETS.
- ❖ EXPERIMENT WITH NUMEROUS IDEAS- SKETCHES, DIGITAL PRINTS, VIDEOS. DOCUMENT THESE IN YOUR SKETCHBOOK.
- ❖ THEN NARROW DOWN YOUR IDEAS
- ❖ THINK ABOUT HOW CAN YOU CONNECT THE THREE AREAS INTO A DESIGN RESPONSE
- ❖ DELIVER YOUR DESIGN RESPONSE AS A FORM OF PRESENTATION- THIS DOESN'T HAVE TO BE A PPT- BUT WE WANT TO SEE YOUR IDEAS

LEARNING OUTCOMES

1. CRITICALLY EVALUATE AND DEMONSTRATE A COMPREHENSIVE UNDERSTANDING OF A RANGE OF APPROACHES TO CREATIVE RESEARCH AND PRACTICE;
2. DEPLOY SYSTEMATIC RESEARCH METHODS APPROPRIATE TO AN ORGANISED DESIGN OR VISUAL COMMUNICATION INQUIRY;
3. FORMULATE AND EFFECTIVELY COMMUNICATE DESIGN OUTCOMES AND PROPOSITIONS IN AN EXPLICIT AND INFORMATIVE MANNER TO VARIOUS STAKEHOLDERS.

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