Principles of Design
Session 4

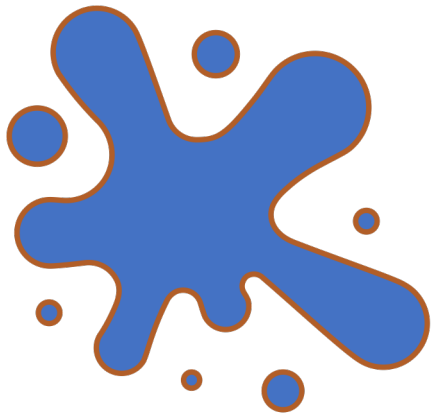
Initial thoughts &

The stages of design

Session outline

- PWBs
- Water boiling thoughts
- Initial thoughts
- Atmospheres
- 7 Steps of design - Ideas, selection & the process

Example PWBs



Water boiling

What were your thoughts?

What do you think of poetry ?

A Dream Within A Dream by Edgar Allan Poe

Take this kiss upon the brow!
And, in parting from you now,
Thus much let me avow--
You are not wrong, who deem
That my days have been a dream;
Yet if hope has flown away
In a night, or in a day,
In a vision, or in none,
Is it therefore the less gone?
All that we see or seem
Is but a dream within a dream.

I stand amid the roar
Of a surf-tormented shore,
And I hold within my hand
Grains of the golden sand--
How few! yet how they creep
Through my fingers to the deep,
While I weep--while I weep!
O God! can I not grasp
Them with a tighter clasp?
O God! can I not save
One from the pitiless wave?
Is all that we see or seem
But a dream within a dream?

The Road Not Taken
by Robert Frost

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveller, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;
Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same,
And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.
I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I-
I took the one less travelled by,
And that has made all the difference.

Fast rode the knight
by Stephen Crane

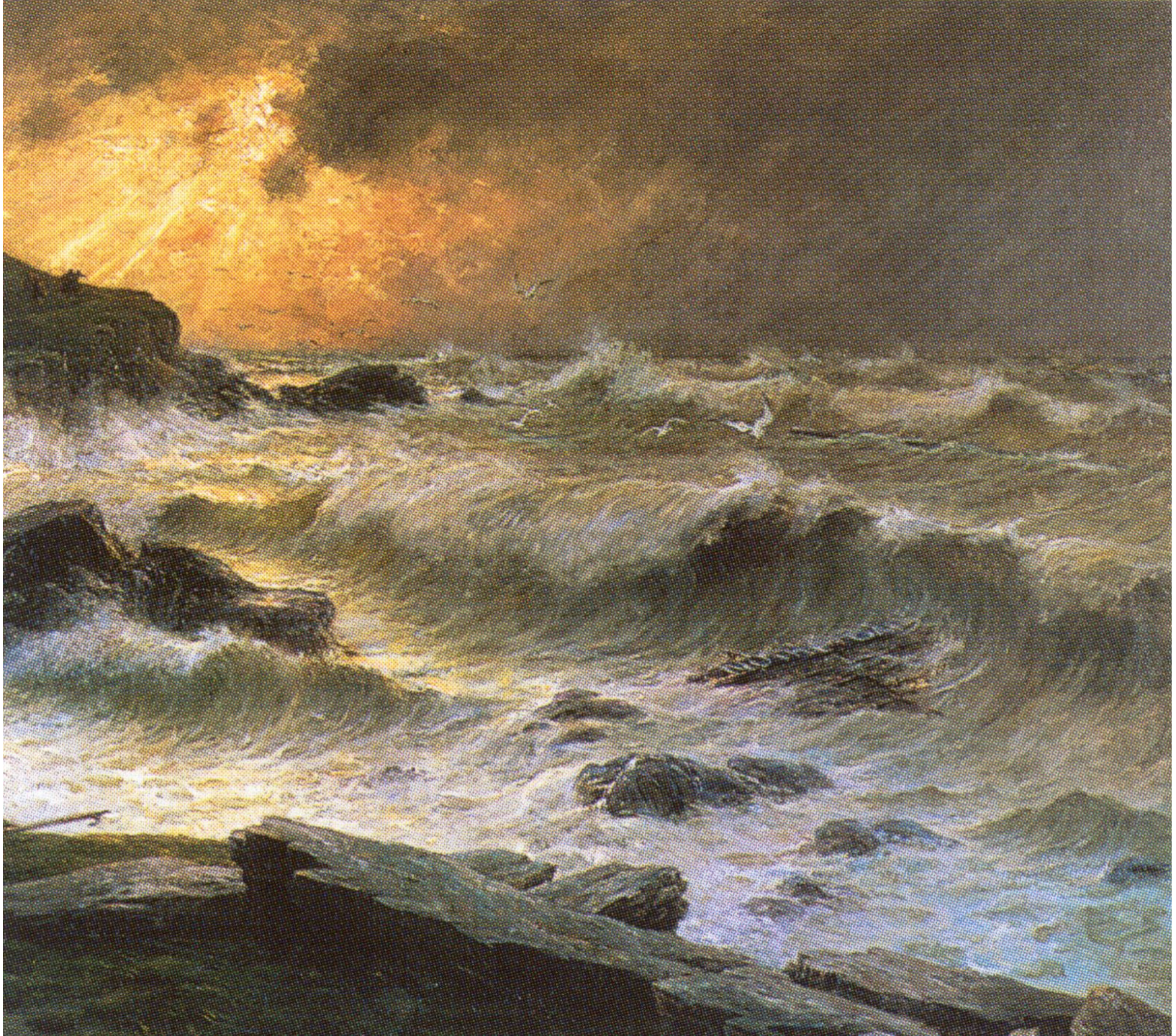
Fast rode the knight
With spurs, hot and reeking,
Ever waving an eager sword,
"To save my lady!"
Fast rode the knIght,
And leaped from saddle to war.
Men of steel flickered and gleamed
Like riot of silver lights,
And the gold of the knight's good banner
Still waved on a castle wall.

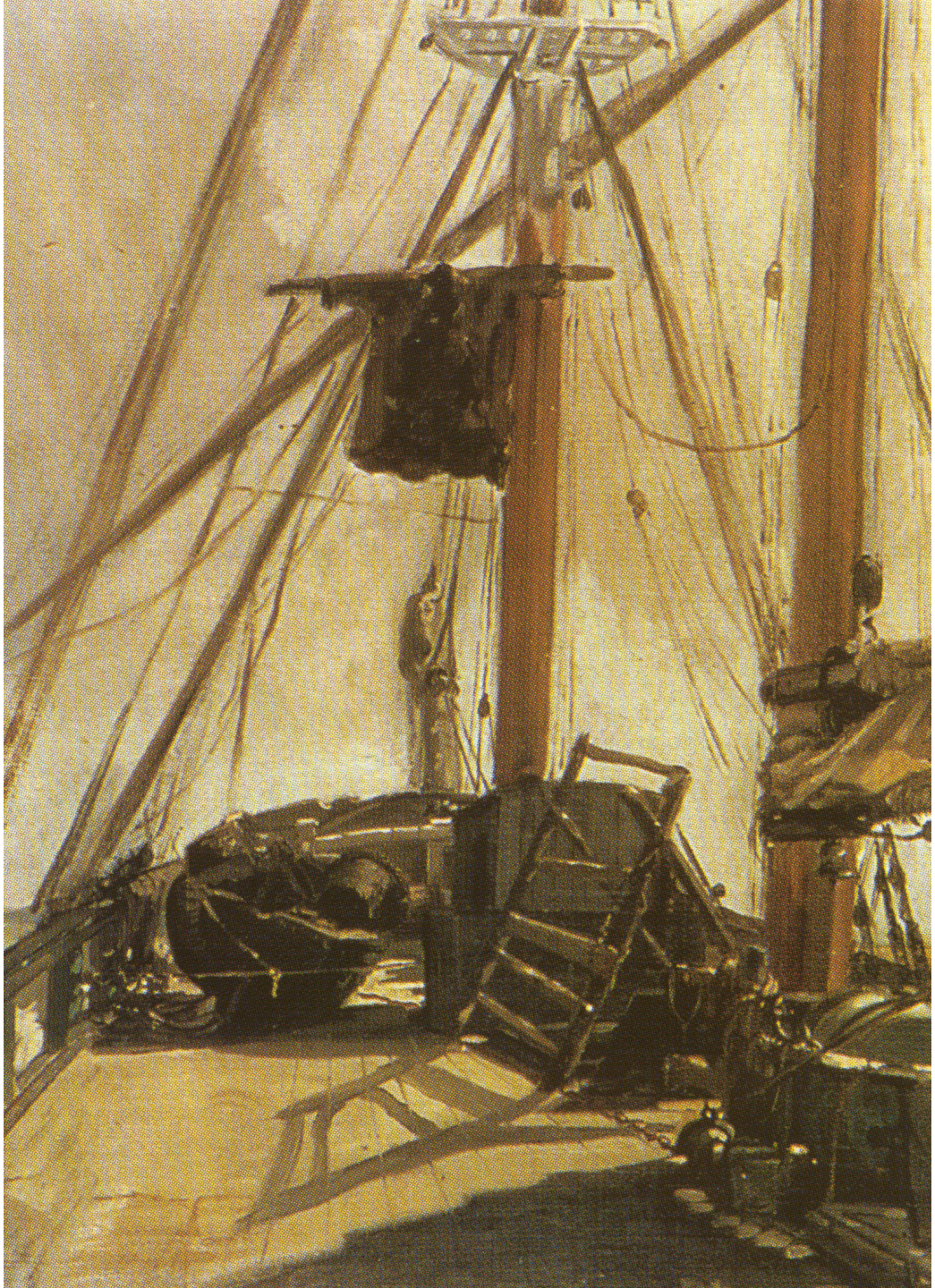
. . . . .

A horse,
Blowing, staggering, bloody thing,
Forgotten at foot of castle wall.
A horse
Dead at foot of castle wall.

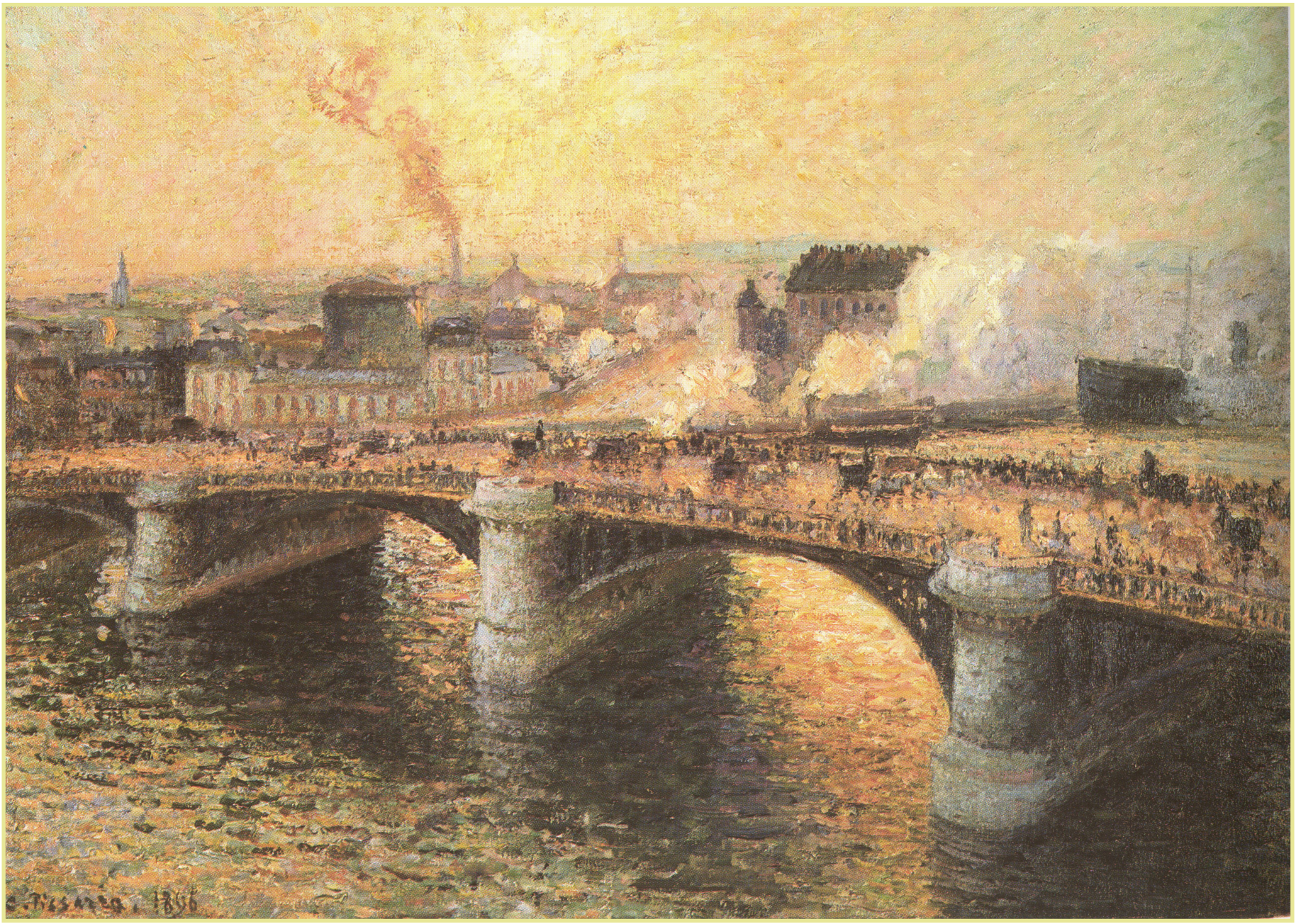
Atmospheric qualities



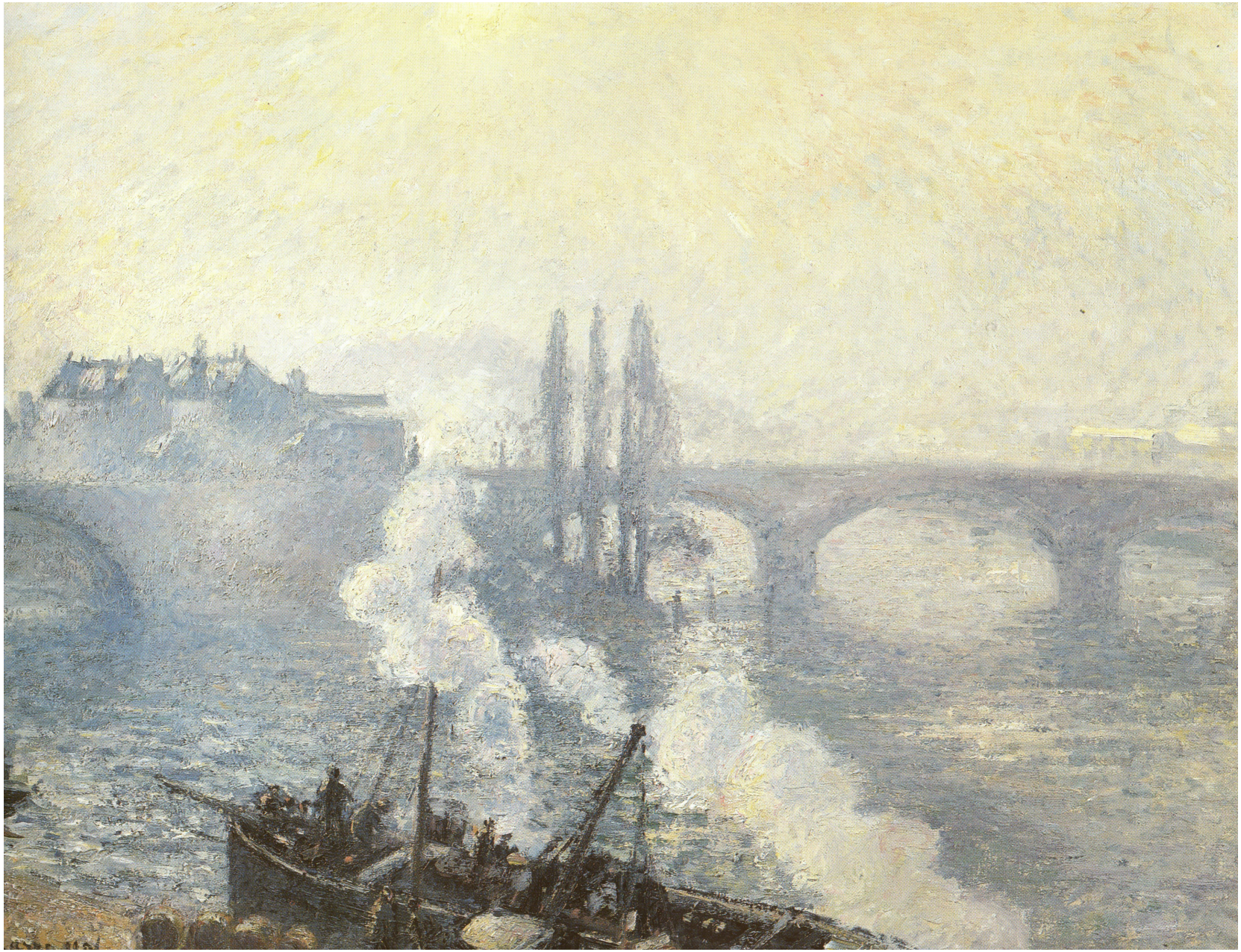












Stage & Screen ...








MENDLS








FARMING

Can you go and find an image that you think is ‘atmospheric’

This can be a painting, photograph or still from stage or screen

Email it to me and we will discuss – 15 mins

7 Steps of design...



1 – Commitment

- Commit to the idea (Even if you don't know what the final outcome will be)
- Commit to the process – follow the steps
- But don't lie about your capabilities

2 – Analysis

- Ask questions
- Don't leave holes
- Explore
- Create different questions and ideas

3 – Research

- Use your eyes – look around you – Nature, architecture, art etc.
- It's all around us
- Don't just use the library or google
- "The more stuff you put into your brain, the more ideas you will have"
- Grow!

4 – Incubation

- Most important stage – Don't skip this one!!!
- Let ideas process in your mind
- Don't rush straight into the next step

5 – Selection

- Start to make decisions
- You'll probably know when you're ready
- Choices will be more instinctive
- It's time to begin!

6 – Implementation

- Select ideas and mediums to be used
- Actually doing the thing you want to do

7 – Evaluation

- Good and bad points – What worked, what didn't
- You can look back and develop your own style

Advice

- Try not to skip steps!!!!
- The more you do in the process, the more you will understand it
- Some people miss out step 5 – DON'T!
- Don't pigeonhole
- Remember to touch base between stages – Don't go off track!

Videos to watch

Watch and make notes -

https://www.youtube.com/watch?v=jo4aAVjuh2o

Es Devlin

