

Tools 2B Sketching & Ideation

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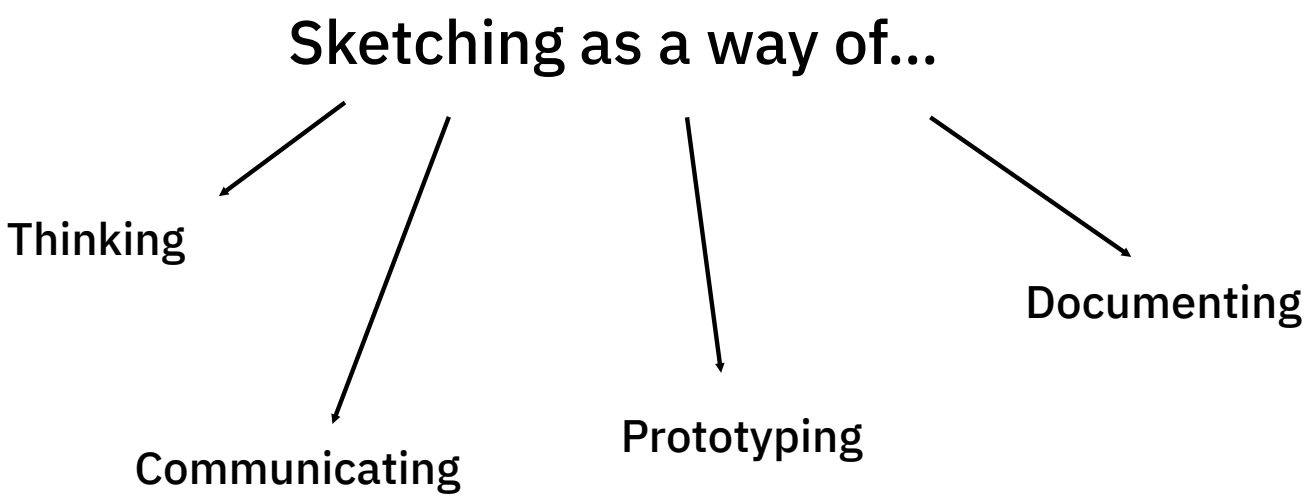
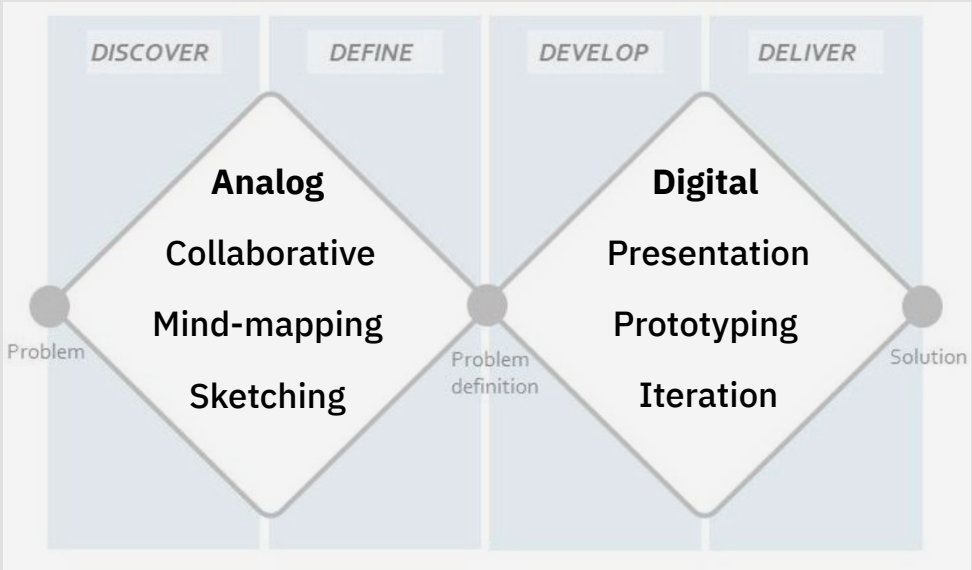
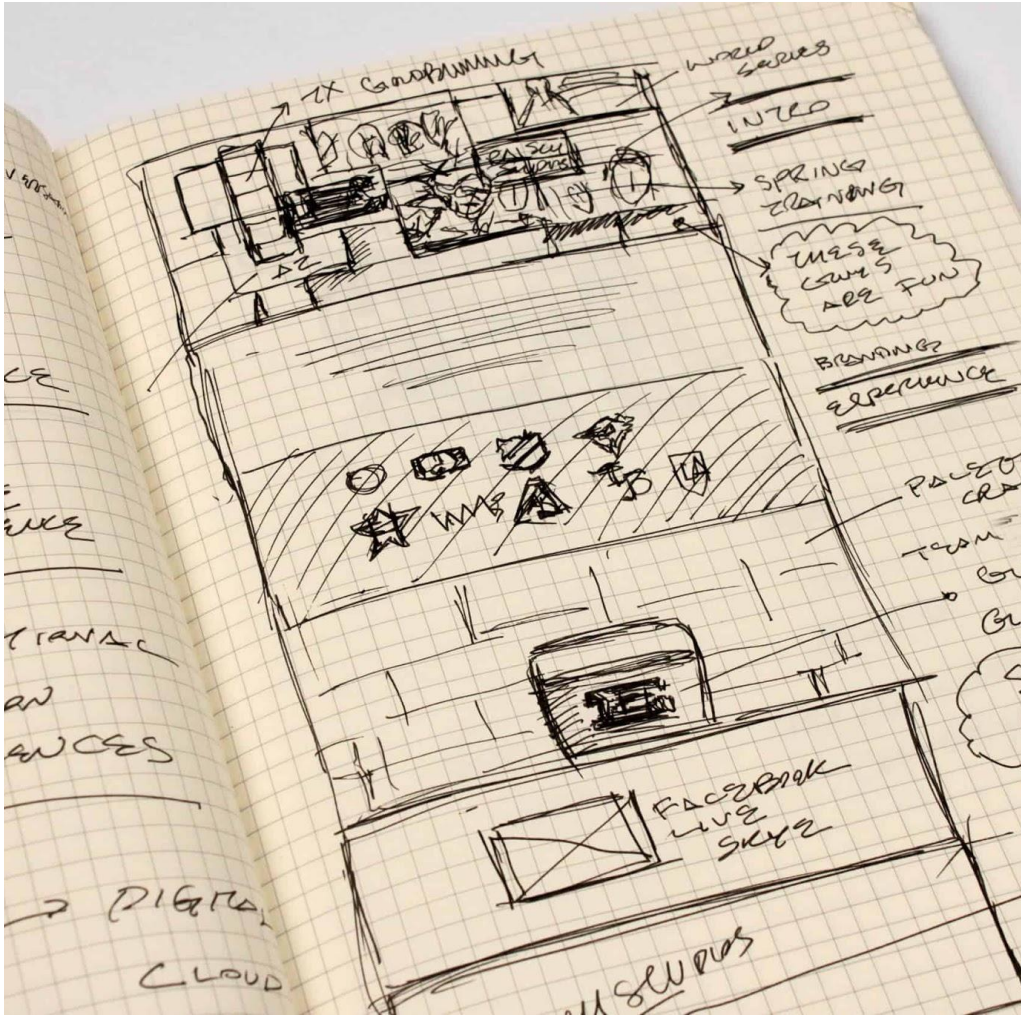
Sketching as a way of...


Sketching as a way of...
Thinking
Communicating
Prototyping
Documenting

Sketching in different stages of the design process





Sketching Analog

- Paper
- Pen
- Pencils
- Markers
- Photo Collage
- Very rough draft

Methods used for Type Design, Logo Design, Layouts, Wireframes, among others...



Sketching Digital

- Screen
- Tablets
- Apple Pen
- Mouse
- Mood boards

Methods used for all forms of design...



Sketching Blended Digital & Analog

Blending of the methods...

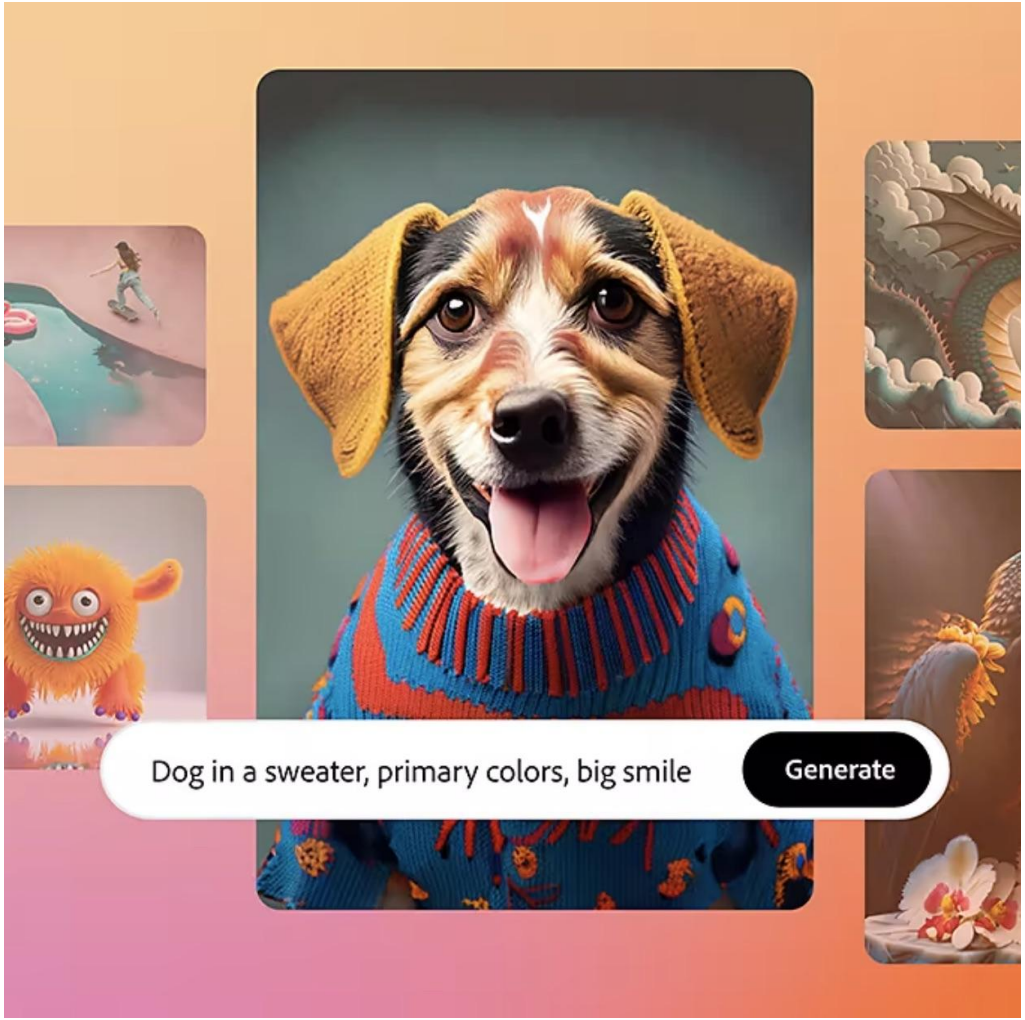
Moleskin Smart



Sketching AI Imaging

DALLe through Chat GPT
Midjourney (Paid)
Imagine.art (Free, Paid)
Runway.ml (Video, Free, Paid)
Wonder studios (Animation, Paid)
Topaz Labs (Image & Video, Paid)
Night Café (Image & Video, Paid)
Leonardo (Free, Paid)
Stable Diffusion (Free, Paid)

In class demo of a few

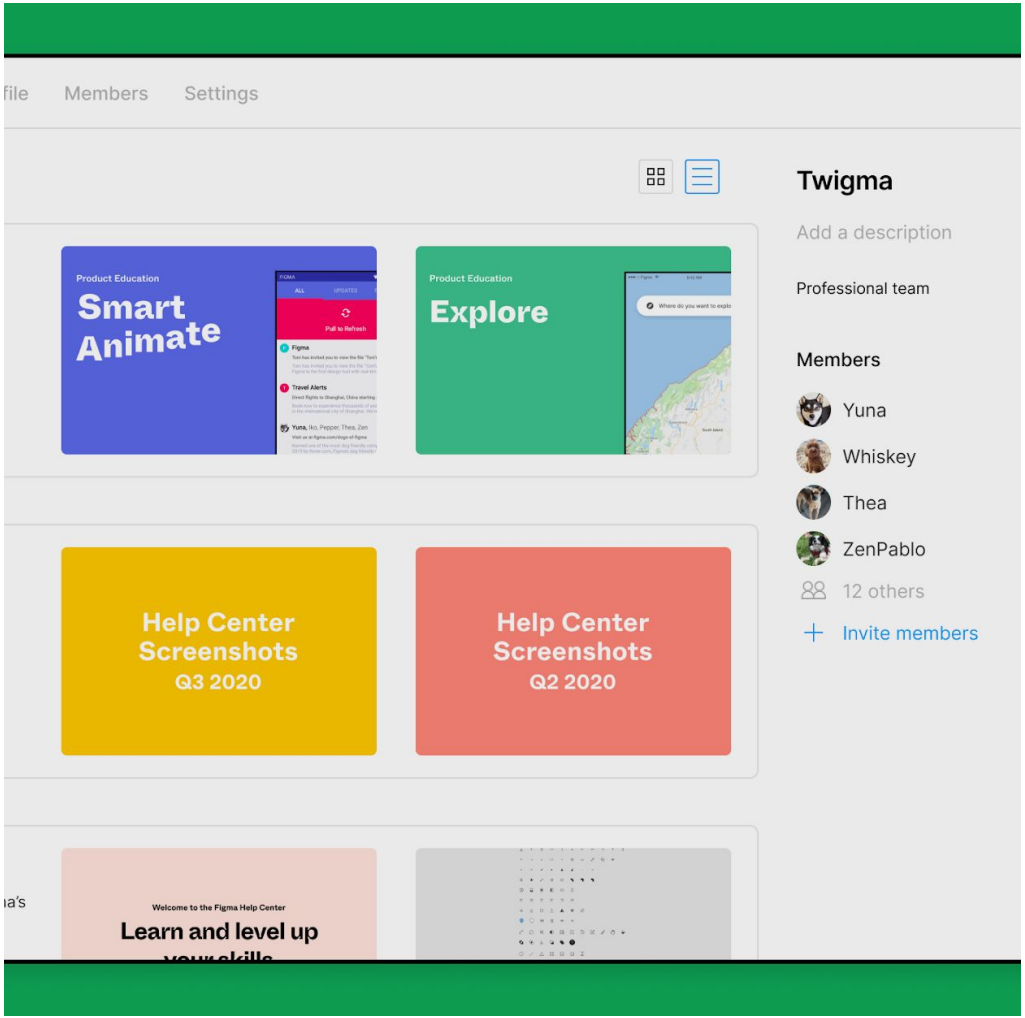


Sketching Adobe AI Imaging

All use generative text prompts

Adobe Photoshop: AI tasks, including content-aware fill, subject selection, and autobackground removal.
Adobe Lightroom: AI to assist with photo editing
Adobe Illustrator: AI for auto-tracing and paths
Adobe Premiere Pro: AI for corrections
Adobe After Effects: AI for motion tasks
Adobe Stock: AI for content discovery
Adobe Acrobat: AI for text recognition (OCR)
Adobe Spark: AI for design creations
Adobe Document Cloud: AI to automate tasks

In class demo



Sketching Collaborative Platforms

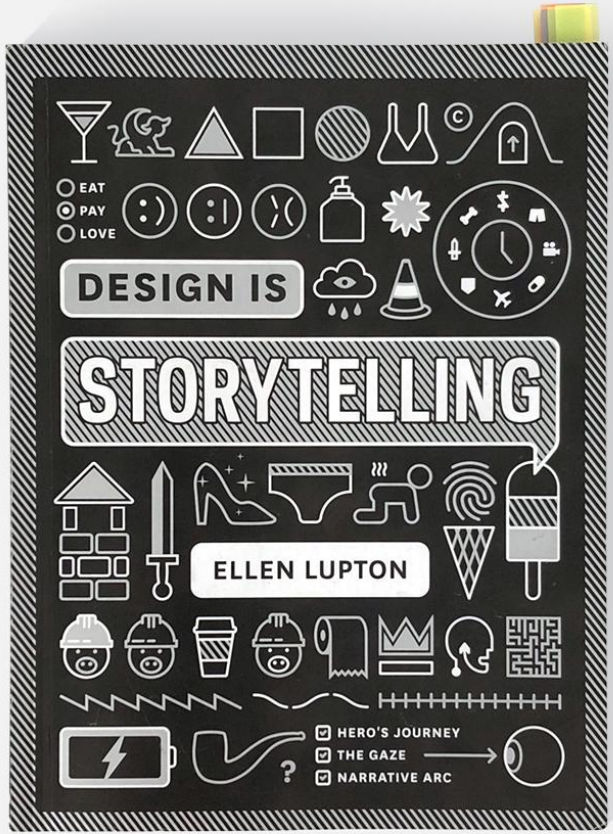
Collaborative Platforms
Working in Teams...
Miro
Figma
Among others...



Ideation
(Creative Process)

Ideation is the process where you generate ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, Brainwriting, Worst Possible Idea, and a wealth of other ideation techniques. Ideation is also the third stage in the Design Thinking process. Link

Literature



Design Is Storytelling (2017)
by Ellen Lupton. Pages 59-89

The Role of Sketching in the Design Process (2008) by Sean Hodge

What is Design Thinking?
The 5 Stages in the Design Thinking Process
IDK (2024)

Links on Canvas

Stages of Design Thinking

Design Thinking



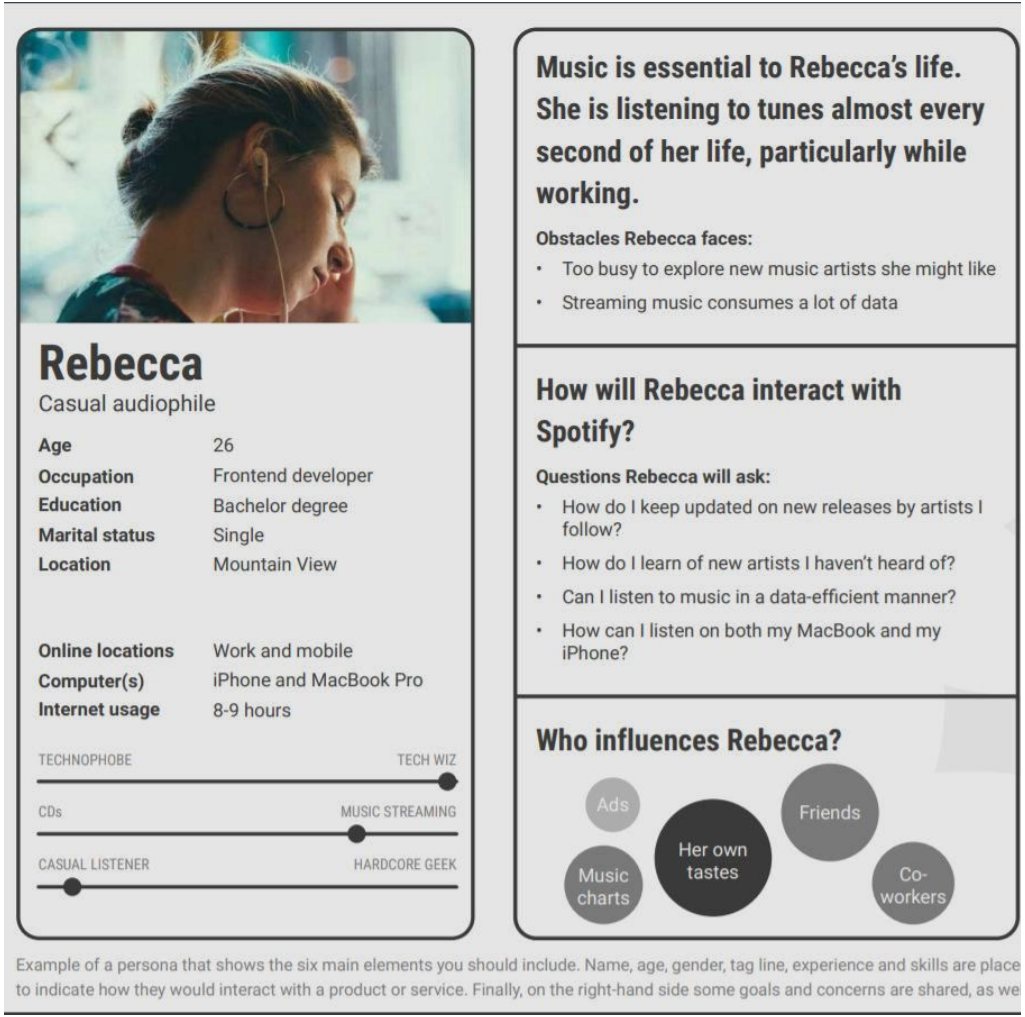
Interaction Design Foundation
interaction-design.org



Stages of Design Thinking
Stage 1. Empathize

Research Your Users' Needs
Here, you should gain an empathetic understanding of the problem you're trying to solve, typically through user research.

Examples:
— Focus on specific target groups
— Research through desktop research
— Research through Surveys
Link



Stages of Design Thinking
Stage 2. Define

State Your Users' Needs and Problems
It's time to accumulate the information gathered during the Empathize stage. You then analyze your observations and synthesize them to define the core problems you have identified.

Creating Persona Link through:
— Visuals through Mood boards
— Text to be included, slogan, text, hashtag
Link

IDEO U

Rules of Brainstorming


Defer Judgment


Encourage Wild Ideas


Build on the Ideas of Others


Stay Focused on the Topic


One Conversation at a Time


Be Visual


Go for Quantity

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Stages of Design Thinking
Stage 3. Ideate

Challenge Assumptions and Create Ideas
Now, you're ready to generate ideas.

Brainstorming Video Link:
— Sketching
— Working in Teams
— Receiving Feedback
Link



Stages of Design Thinking
Stage 3. Ideate

Finding Assets of photographs or illustrations
Used in sketching your ideas...

Free photographs can be
downloaded from Unsplash and Pexels

Free illustrations can be downloaded
from FreePik, Free Vector and Vecteezy

Paid: Getty Images and Adobe Photos

AI Generated: reference slides 8-9

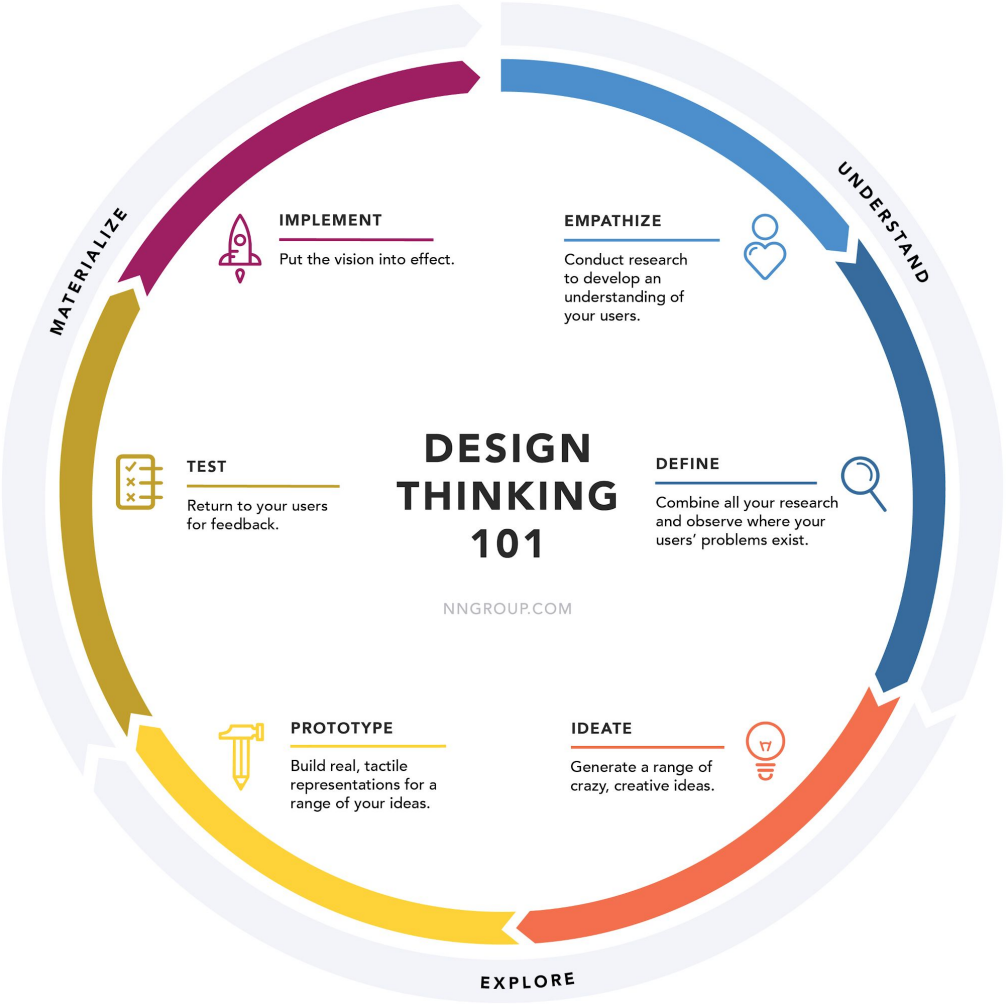
Plus create your own photos or illustrations



Stages of Design Thinking
Stage 4. Prototype

Start to Create Solutions

This is an experimental phase. The aim is to identify the best possible solution for each problem found. You should produce some quick versions of the design to investigate the ideas you've generated. This involves creating designs in a design program such as InDesign, Figma, Canva, among others... Link



Tools 2B Sketching and Ideation In-class Activity

Link on Canvas



Tools 2B Sketching and Ideation Exercise

Stage 1+2+3

Link on Canvas
Demo in class



Q&A

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