

Tips for Developing Concepts.

# Research, Research and MORE RESEARCH.

**Understand the goals of the assignment/project.** *Ask questions, before starting and as necessary.*

**Don't try to solve the visual problem without doing research first.** *You may end up with something cool/pretty, but lacking concept/substance.*

**Research the Topic thoroughly:** *Read/Conduct Interviews, etc.*

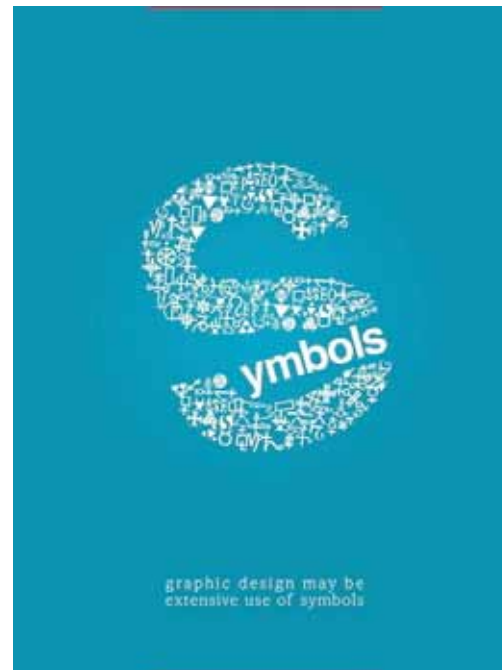
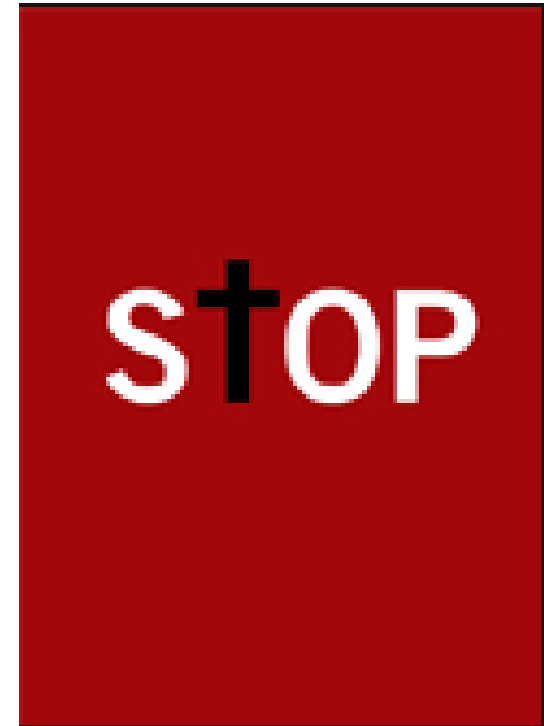
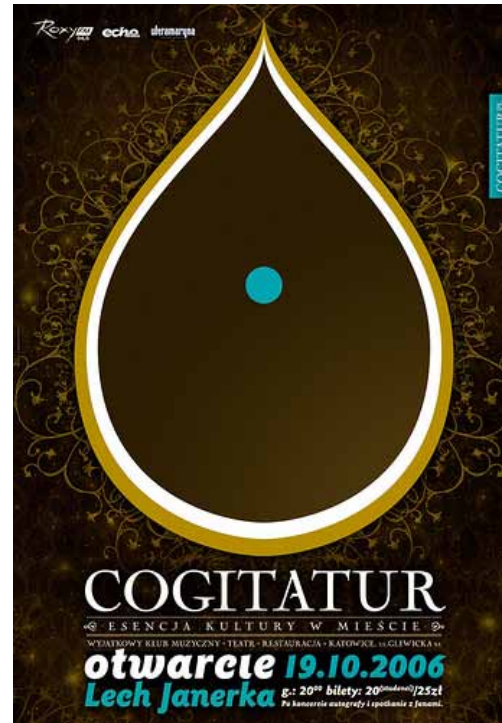
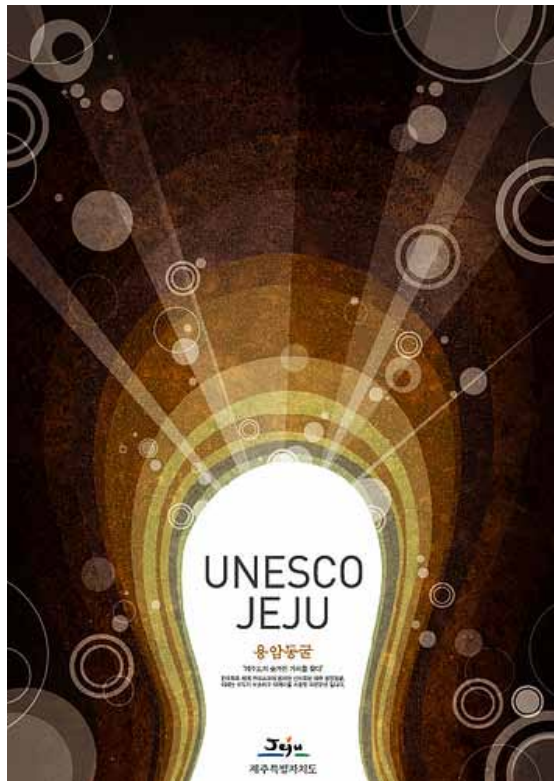
**Understand your clients field and field language.** *Look up term definitions. Pay attention to the imagery and the language of the field, in search for meaning (symbolism and literal) for possible hidden concepts.*

**Use other visual design techniques to re-affirm concepts.** *Such as style, medium and the use of color.*

**View strong concepts for inspiration.**

Explore the use of Symbolism

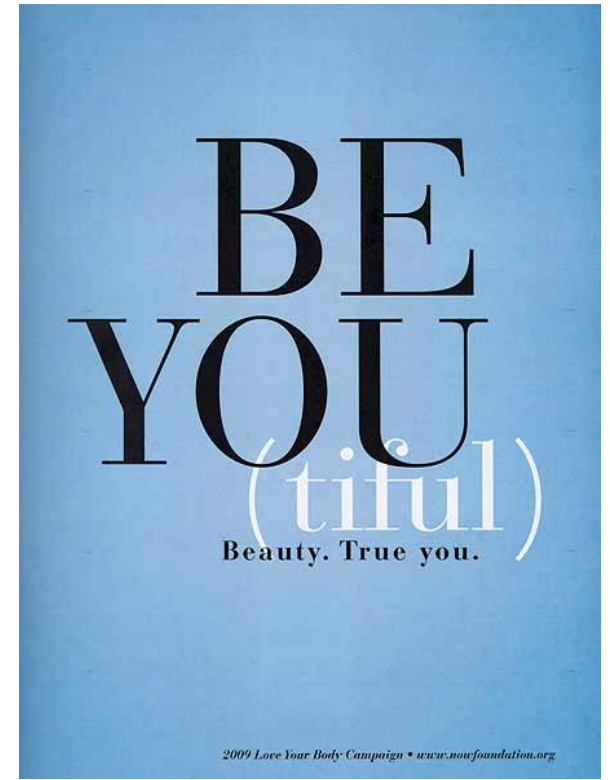
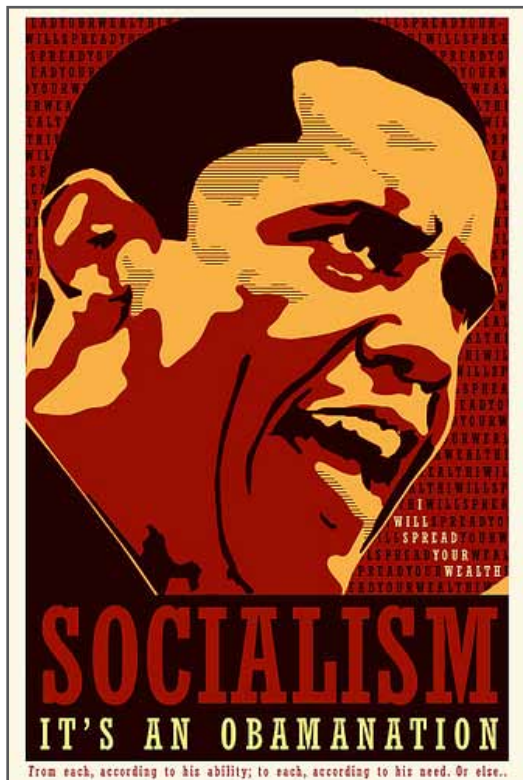
Explore the use of Color



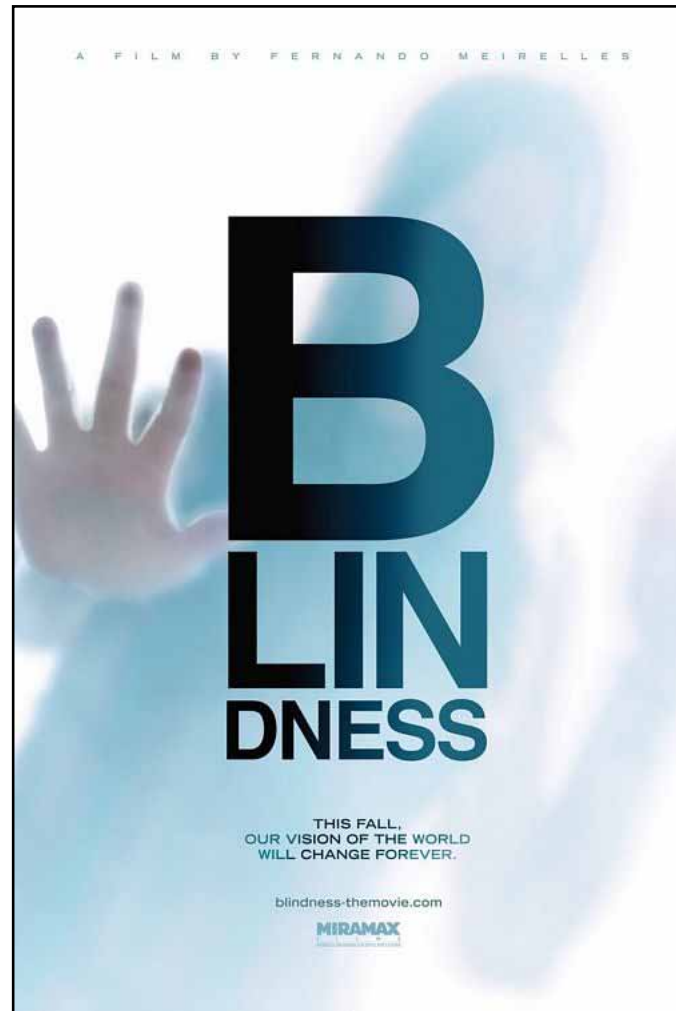
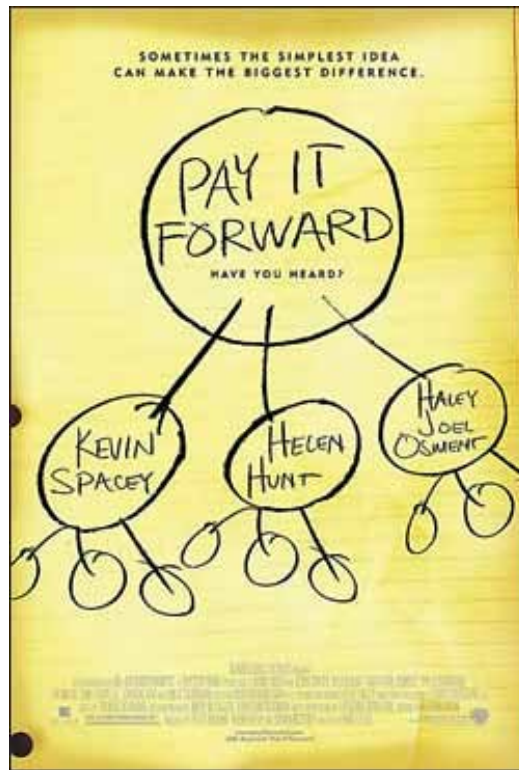
Explore the use of literal word meanings and their visual representation



Explore the use of visual rhetoric or creative juxtaposition where the combined meaning of words and images transcends their individual meaning.

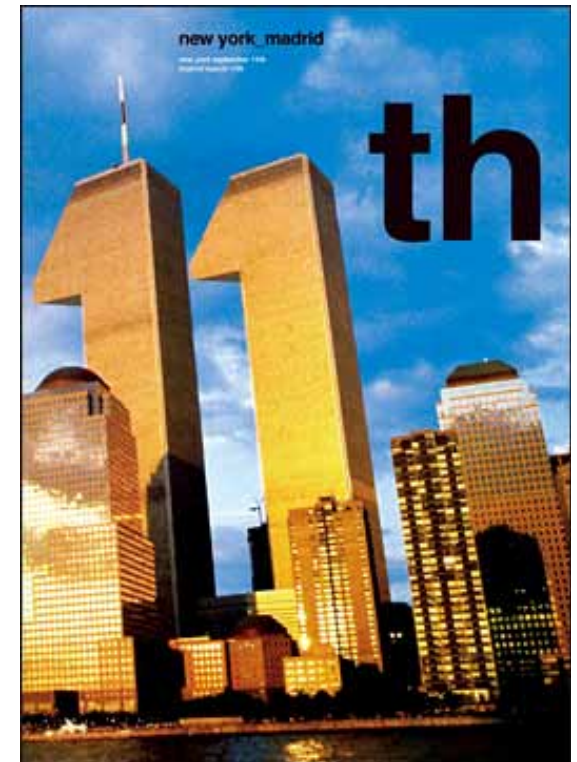


Look at written content and search for visual representation that is familiar and people can relate to.



Words and images have visual form as well as content.

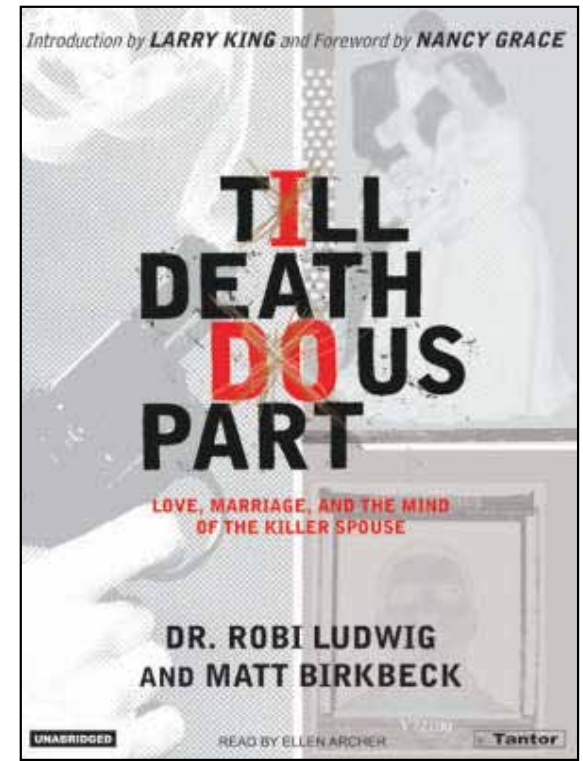
Words can be perceived as image and image can be perceived as words. Look for similarities between words and image form.





Look for similarities of imagery at people can relate to.

Look at the design within the business cards pushed.

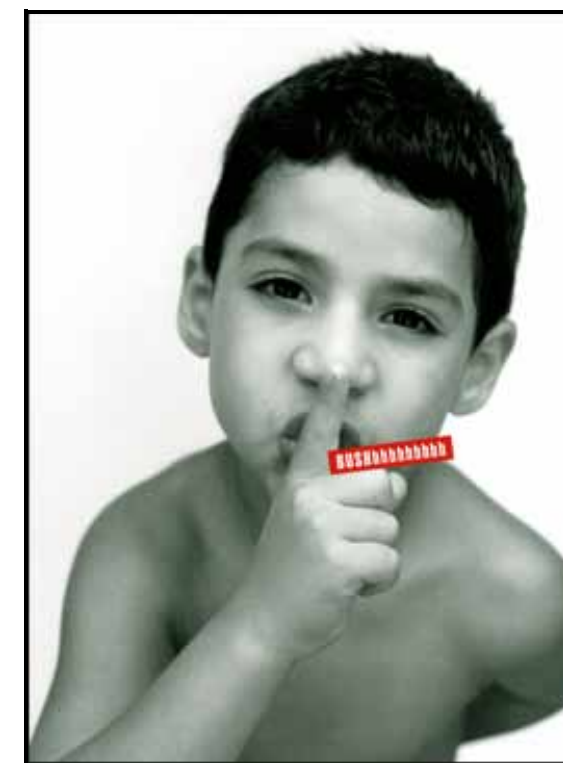
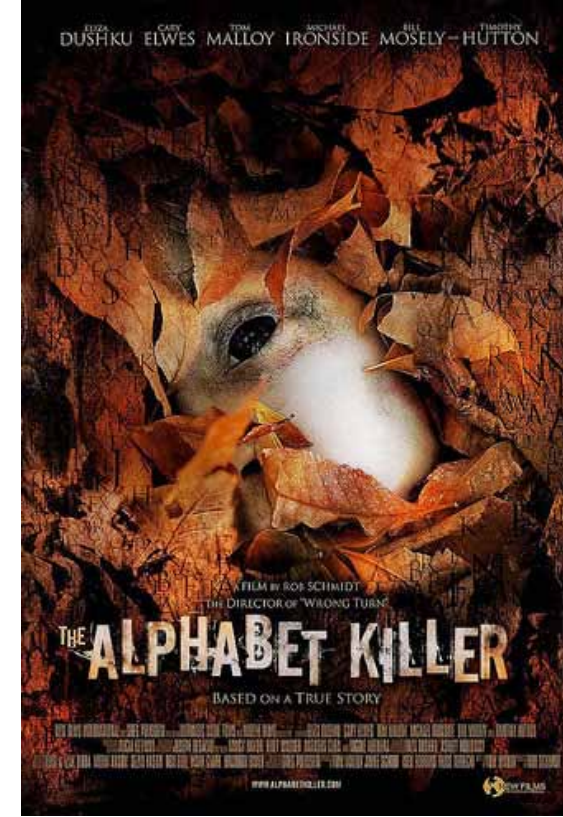
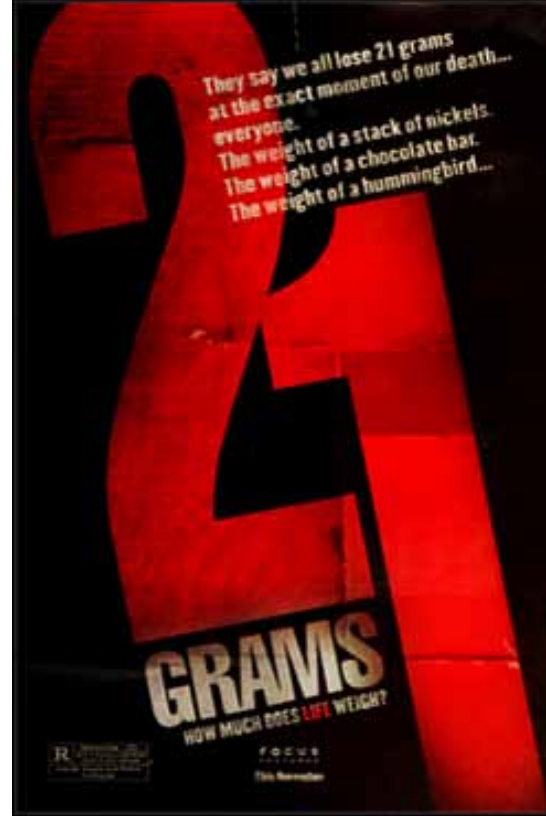




Always consider that text or image should be impacting either by boldness or subtlety.

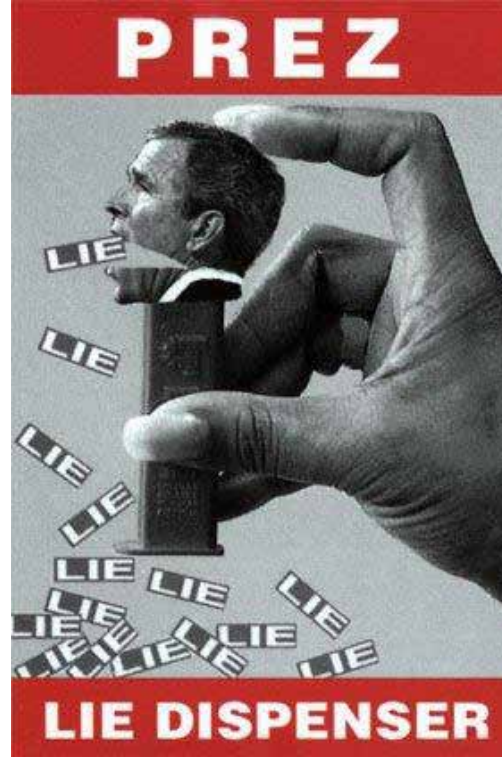
Sometimes you purposely downplay one to allow the viewer to take in one more than the other, for the desired effect or understanding.

The effectiveness of words and images is maximized by their placement, style, medium, and size.

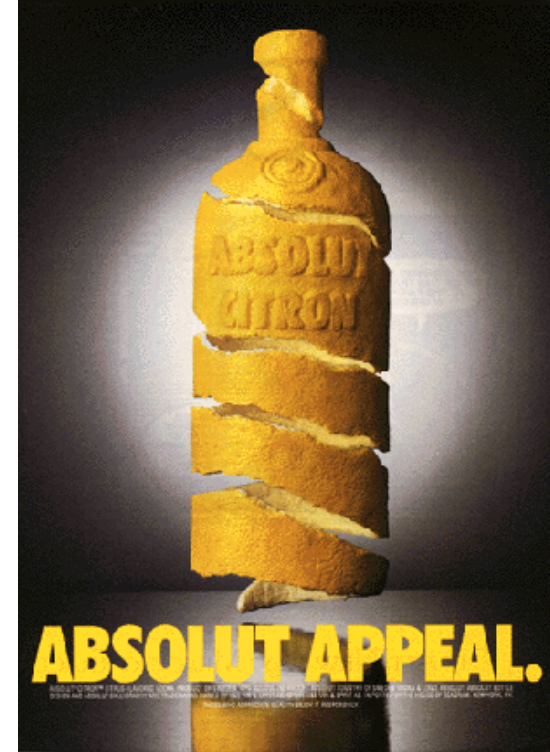




Remember strong design execution/aesthetics doesn't always equal strong design concept .



Remember strong concept doesn't always equal good design execution/aesthetics.



Good design should strive to have both a strong concept and design execution/aesthetics. Both should function to further drive the message.