

DESIGN META- MORPHOSIS

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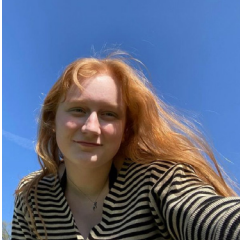
introduction

Research Question

In the art education system, are designers indoctrinated to think and create in a specific method?
What are the consequences that this pattern perpetuates?



Research Participants



Celeste Bohan

Age: 19
Location: Cleveland, Ohio
Education: Parsons School of Design
Major: Communication Design
Year: Sophomore

"I've grown up looking at the world through the lens of design, thinking about why I think a poster looks good or what separates good buildings from bad."



Savannah West

Age: 21
Location: Bountiful, Utah
Education: Parsons School of Design
Major: Communication Design
Year: Senior

"Design dictates the way I think, the way I speak, even the way I dress myself. My entire perspective on life has changed and I am a better, more thoughtful person because of it."



Mark Jensen

Age: 31
Location: New York, New York
Education: Parsons School of Design
Major: Communication Design
Occupation: Brewer/Cellarperson

"Design has the power to change the value of goods and alter personal decisions while being undervalued."



Aaron Brashear

Age: 51
Location: New York, New York
Education: Pratt Institute
Major: Illustration/Communication Design
Occupation: Freelance Designer

"Having the ability to control my environment through the communication of type, color, and form helps me navigate my greater worldly experience."



Cindy Rosenshein

Age: 51
Location: New York, New York
Education: Rochester Institute of Technology
Major: Packaging Design
Occupation: Creative Operations MD at Revlon

"Design touches every aspect of our lives, from the food we eat, the food we buy the clothes we wear, and the cars we drive."



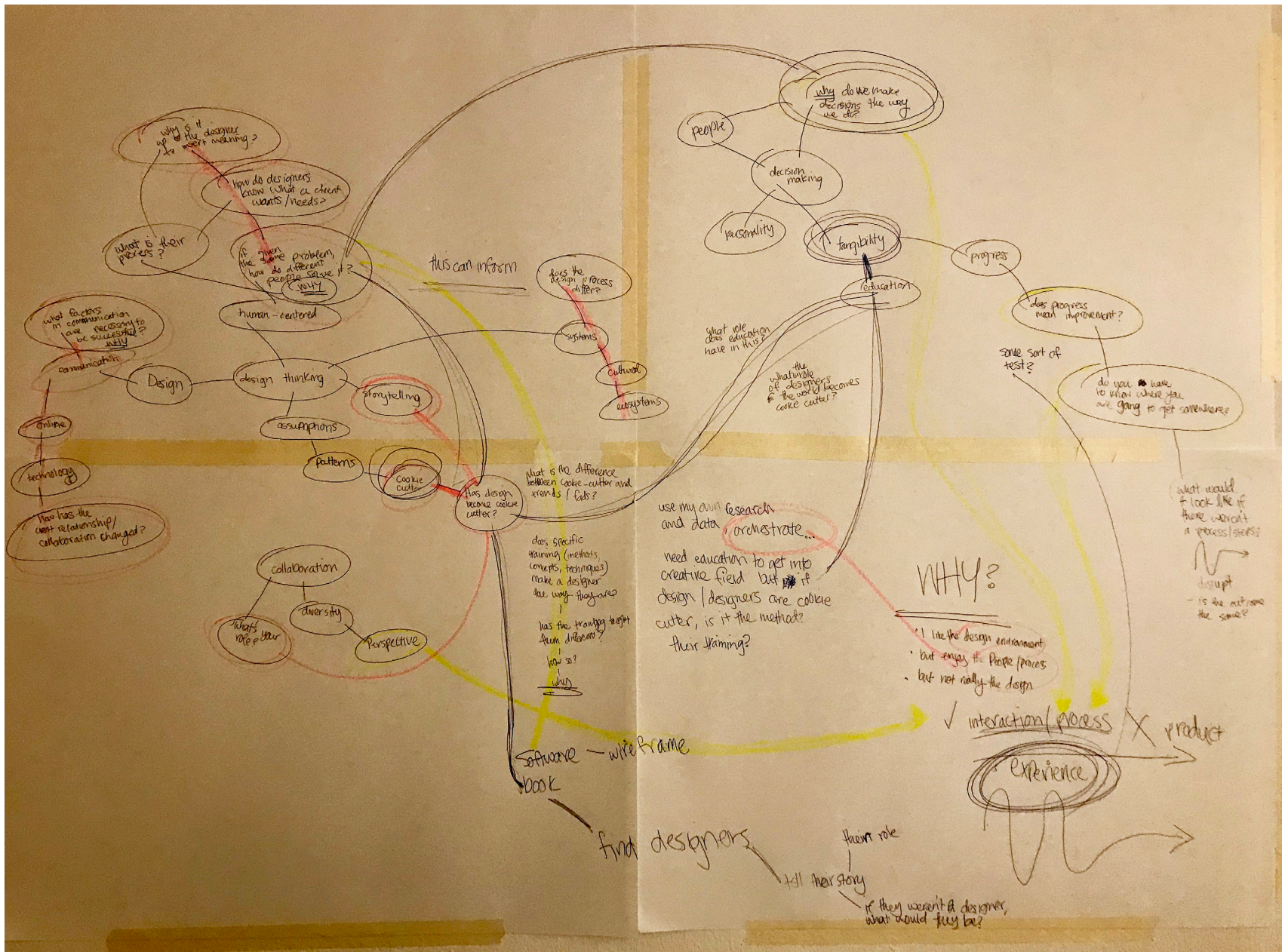
Michael Canavan

Age: 51
Location: New York, New York
Education: Pratt Institute
Major: Communication Design
Occupation: Freelance Designer/Agency Owner

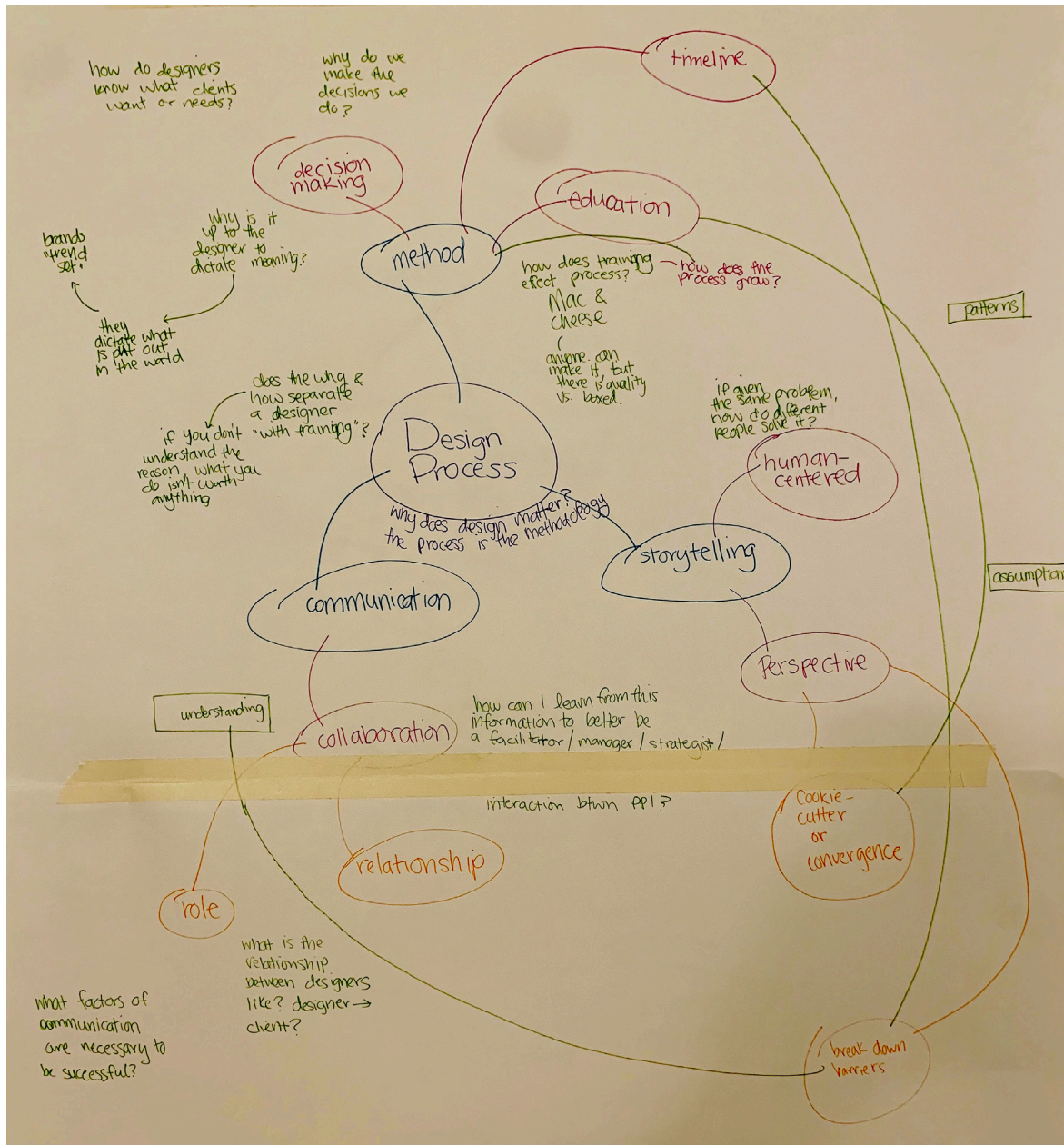
"It is an essential part of my life right up there with family, friends, and health. I am the happiest and most fulfilled when I am involved with it, whether admiring it getting inspired by it, or creating it."

**research
methods**

Concept Mapping



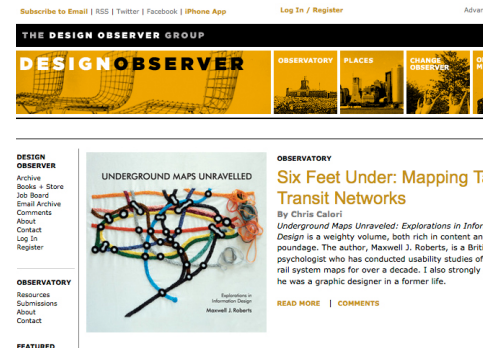
Concept Mapping



Conclusions

1. At my core, I am a people person.
2. I am more interested in the process than the product.
3. I enjoy collaborating with creative individuals.
4. I want to further explore the creative process in its different capacities in order to better understand.
5. My long term goal with this project is to use this research to better inform and set myself up for success in a role that allows me to lead and direct a group of creatives.

Secondary Research

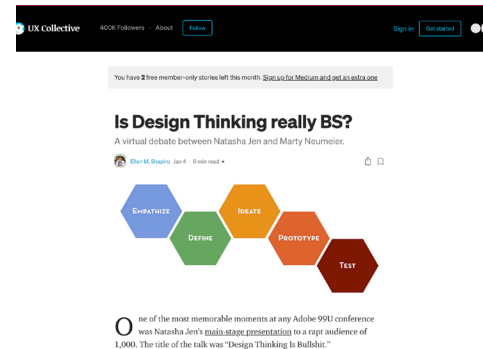
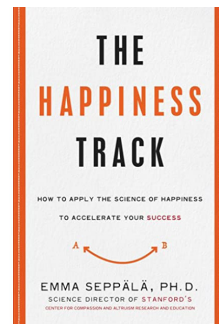
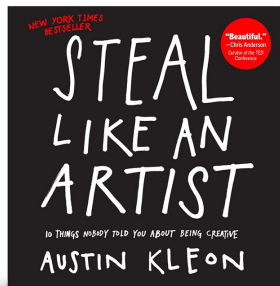


“Designers give the abstract ‘form’ and ‘identity’. They have more power than people give them credit for.”

Michael Bierut, page 68

“The more good ideas you collect, the more you can choose from to be influenced by.”

Austin Kleon, page 13

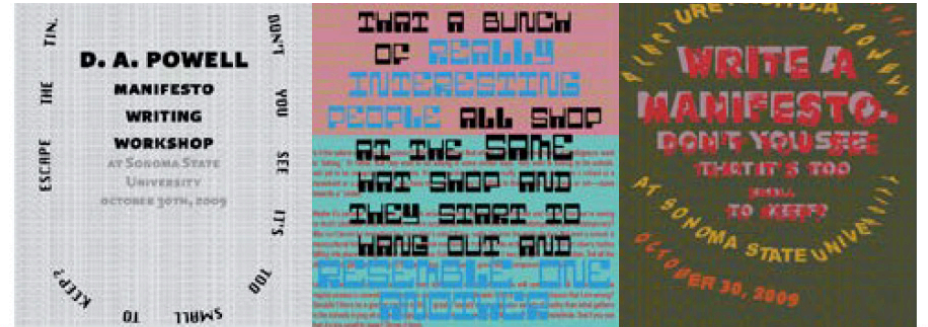


“Creative insights come from integration with more free-floating ideas and emotions that arise during leisure time, daydreaming, recollection of memories, and other connections to your own internal world.”

Emma Seppala, page 101

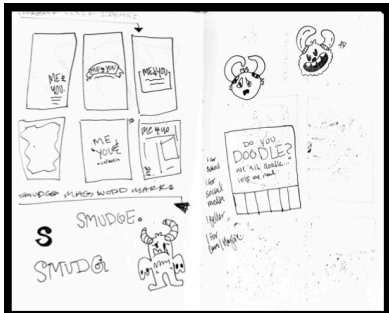
Interview + Photo Documentation

Celeste Bohan

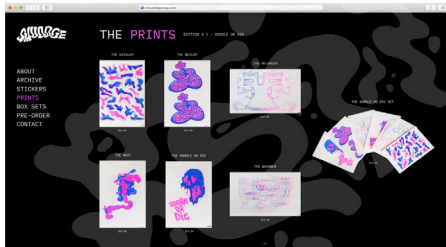


Interview + Photo Documentation

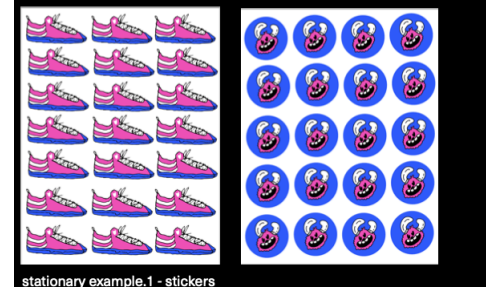
Savannah West



word mark



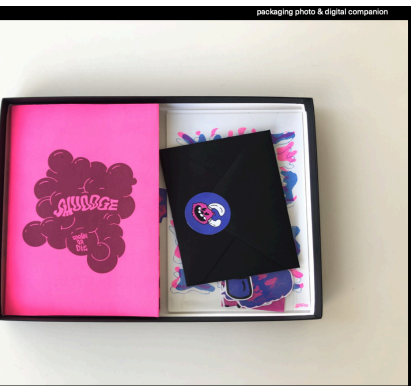
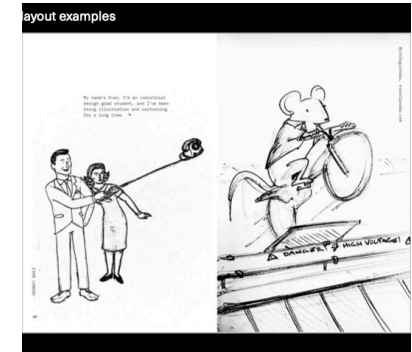
submission example



stationary example.1 - stickers

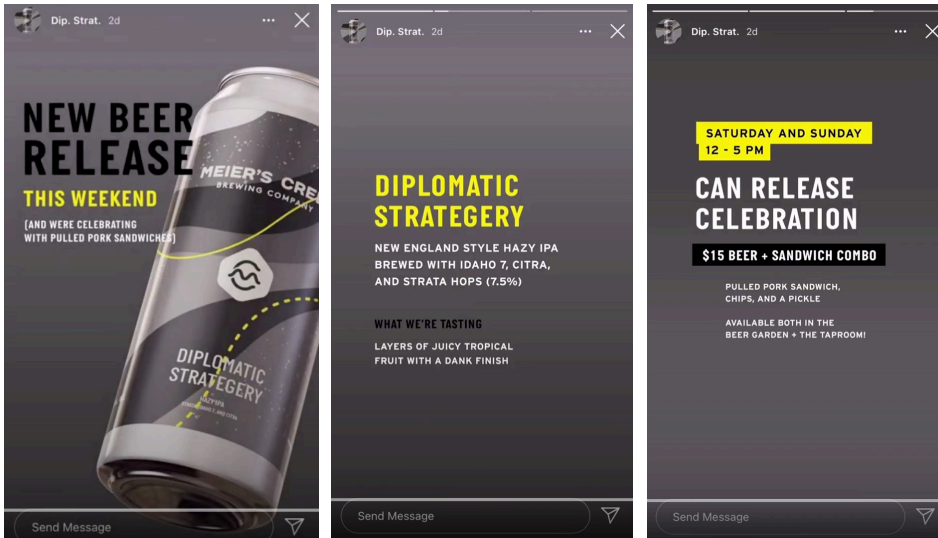


stationary example.2 - small posters



Interview + Photo Documentation

Mark Jensen



Hazy IPA 7.3%

Mash

62% - Pilsner
11% - White Wheat
23% - Oat Malt
4% - Victory
1% Acid malt

Hops

WP

3lbs - Citra (*Sub Chinook if using Amarillo*)
3lbs - Strata (*Sub Rakau or Amarillo*)
3lbs - Idaho 7

DH

5.5lbs - Citra (*Sub Chinook if using Amarillo*)
5.5lbs - Strata (*Sub Rakau or Amarillo*)
11lbs - Idaho 7

HOP NOTES

Citra - Citrus, grapefruit, lime, tropical fruits
Strata - Passion fruit, Grapefruit, Strawberry, Dank
Rakau - stone fruits (especially apricot), tropical fruits, and candy
Idaho 7 - Juicy tropical fruit and citrus (think apricot, orange, red grapefruit, papaya) with big notes of resinous pine and hints of black tea
Amarillo - Citrus



Interview + Photo Documentation

Aaron Brashear

Black & White



Knock Out White



Black & White



Knock Out White



2 Color Version



Orange Dark Red

1 Color Version-Orange



1 Color Version-Dark Gray



Orange Dark Gray

Black & White



Knock Out White



Black & White



Knock Out White



2 Color Version

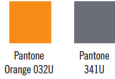


Orange Dark Red

2 Color Version 01



2 Color Version 02



Pantone Orange 032U Pantone 341U

Interview + Photo Documentation

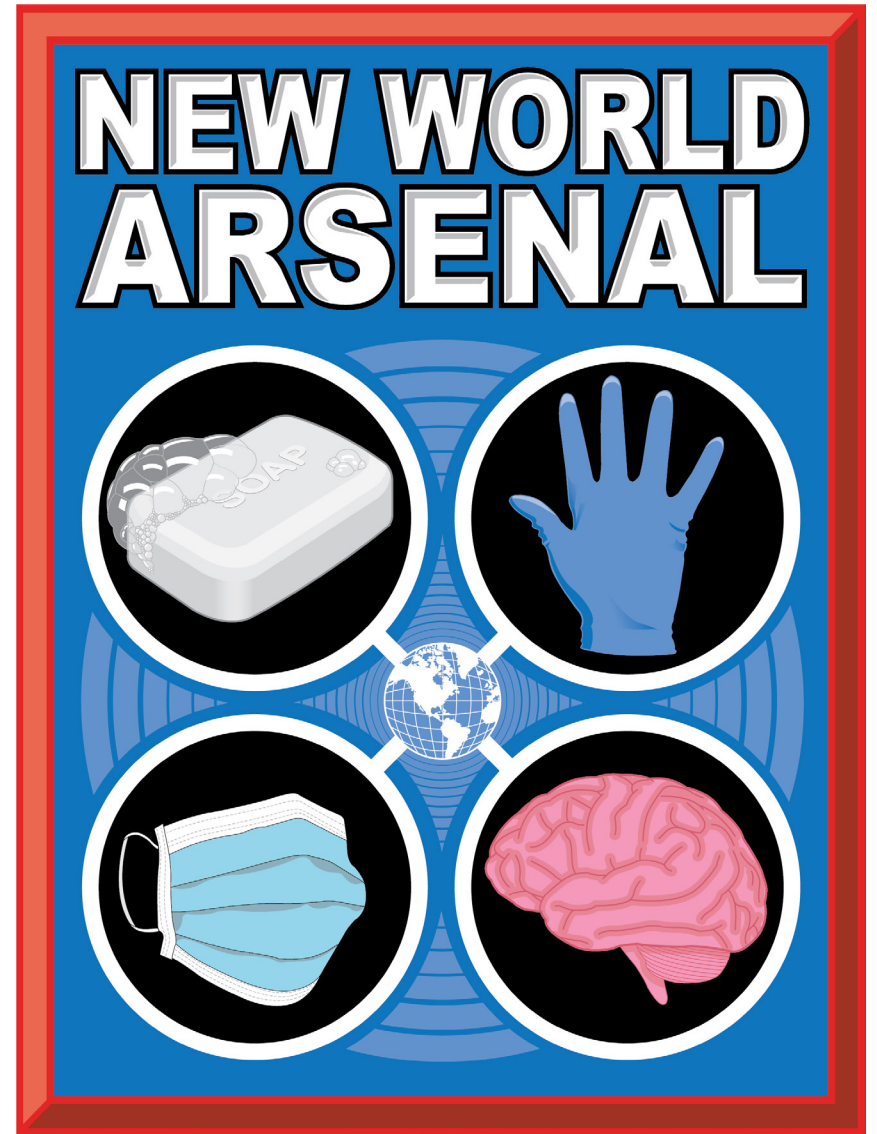
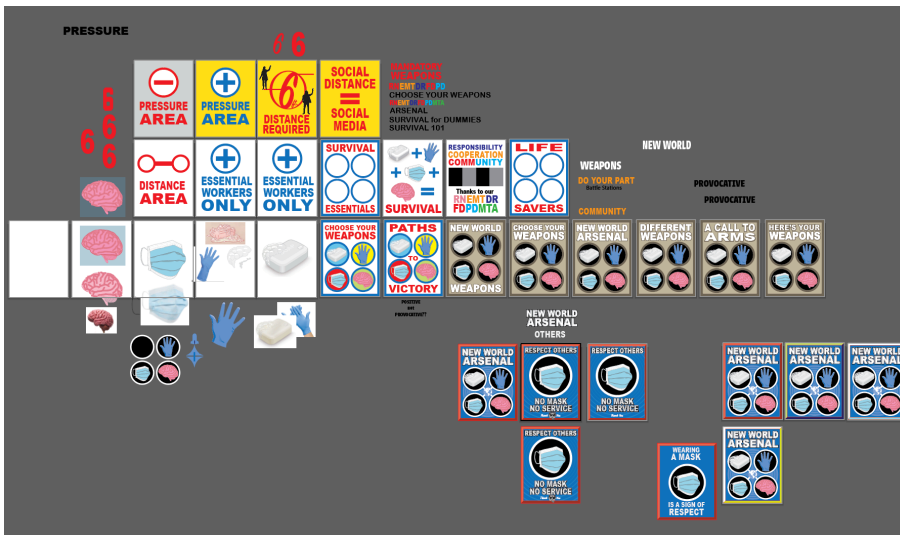
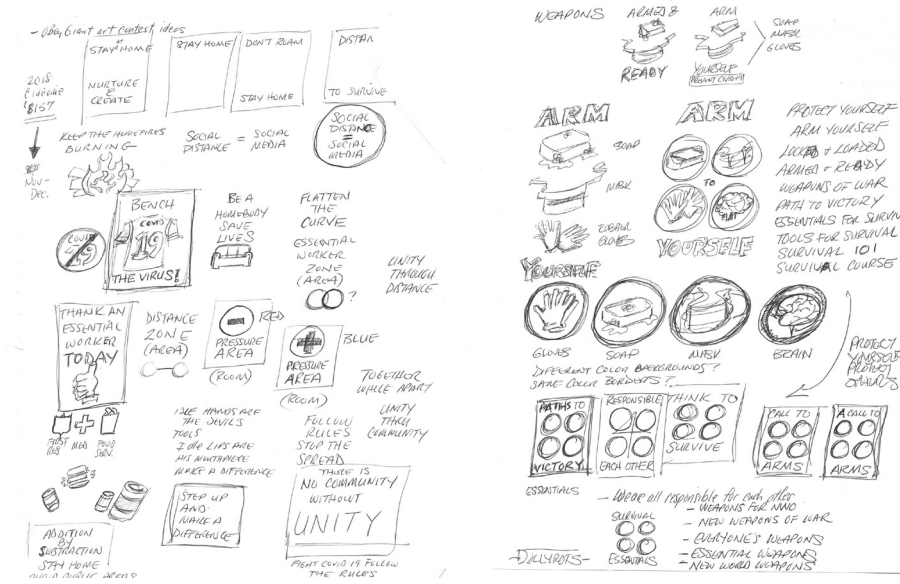
Cindy Rosenshein

An overview of our approach US and France

01 Discover 3 Weeks	02 Define 5 Weeks	03 Develop 4 Weeks	04 Deliver 6 weeks
<p>Kick-Off & Info Share Fully immerse the Design team in the brand, products and business</p> <p>Competitive Audit An understanding of the design principles and communications codes that will be used to differentiate the brand</p> <p>Target Profile Consumer understanding per segment ; trend intelligence to add further context</p> <p>Positioning Platform Creation Mapping of positioning to understand white spaces for design opportunity</p> <p>Exploration Work Session Session to share robust view of the marketplace as it stands today and the strategy for creating architecture solutions</p>	<p>Planning Synthesize learnings from Phase 1 to translate into a number of creative visual territories that will inspire the direction of design</p> <p>Schematic Architecture Explore Create a range of schematic shelf sets to flush out architecture solutions</p> <p>Design Exploratory Explore for a range of logos and packaging solutions</p>	<p>Development and stimuli Refine chosen logo and packaging solutions and partner with Client consumer research to extend design concepts for consumer research</p> <p>Quantitative Research Gain consumer input to optimize direction for overall package design and branding</p> <p>Refinement and extension Refine lead design and extend to remaining SKUs</p>	<p>Finalization Refine and finalize all elements of design for winning design concept and logo to gain global approval</p> <p>Implementation + Production Prepare and handoff master art and mechanicals for all agreed upon SKUs</p> <p>Guidelines Develop and finalize package design guidelines</p>

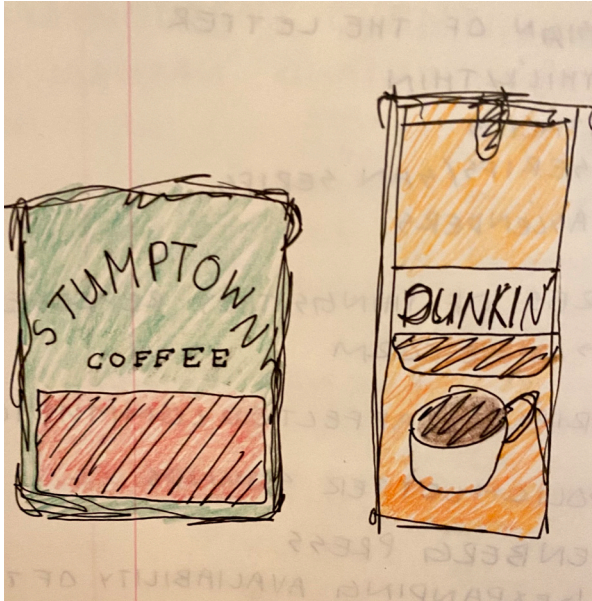
Interview + Photo Documentation

Michael Canavan



Cultural Probe

Celeste Bohan



What do you learn from their perspective on design?

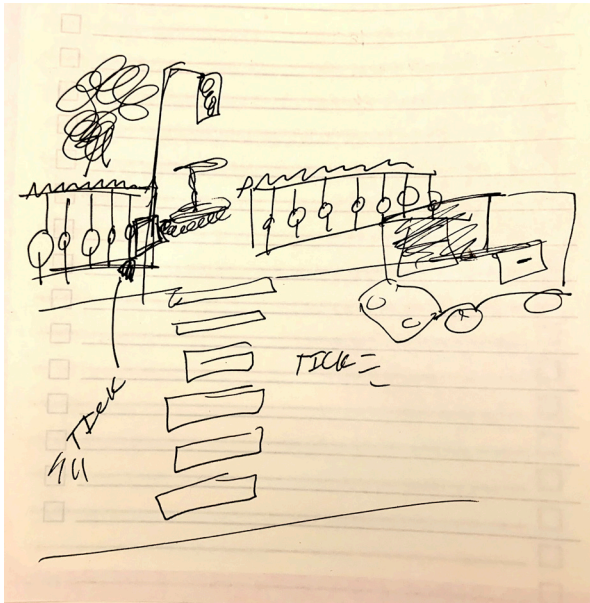
From this perspective on design, I learn more about the experiences of someone who is further along in their college experience than I am, and is also more confident and experienced in their design practice.

What can you add to their perspective on design?

I relate to a lot of the feeling that design dictates my life, but as someone still in the beginning stages of my design education, I think that feeling comes more from insecurity of my own skills rather than a confidence that I would assume someone at the culmination of their design education feels.

Cultural Probe

Savannah West



What do you learn from their perspective on design?

I think their perspective of design shows a growing love/interest for the practice itself and speaks to the power design has even just on a surface level.

What can you add to their perspective on design?

I am not sure I would add on to anyone's relationship with design, but I would be interested to ask how their relationship with design has evolved? How did they use to feel could they see themselves feeling different in the future, etc.

Cultural Probe

Mark Jensen



What do you learn from their perspective on design?

The statement tells me this person is heavily influenced by visual design in their daily decisions. They rely on personal aesthetic rather than situational and geographical to inform experiences.

What can you add to their perspective on design?

Historical and situational aesthetic may be anti-aesthetic, however genuine experiences do not go hand in hand with great typography and visual communication design. Borrow from the past to evolve the future.

Cultural Probe

Aaron Brashear



What do you learn from their perspective on design?

That design has the power to influence and change the environment for those interacting with a specific “designed” experience.

What can you add to their perspective on design?

While I appreciate the student’s perspective on “growing up through the lense of design,” I do not feel one needs the influence of their parents, fellow designers, etc. to appreciate “design” through an untrained lense.

Cultural Probe

Cindy Rosenshein



What do you learn from their perspective on design?

This is a person who stops to take in their surroundings, to absorb the sights and sounds around them. The world around them matters.

What can you add to their perspective on design?

Design helps them participate in life. It helps them be present as the world passes around them.



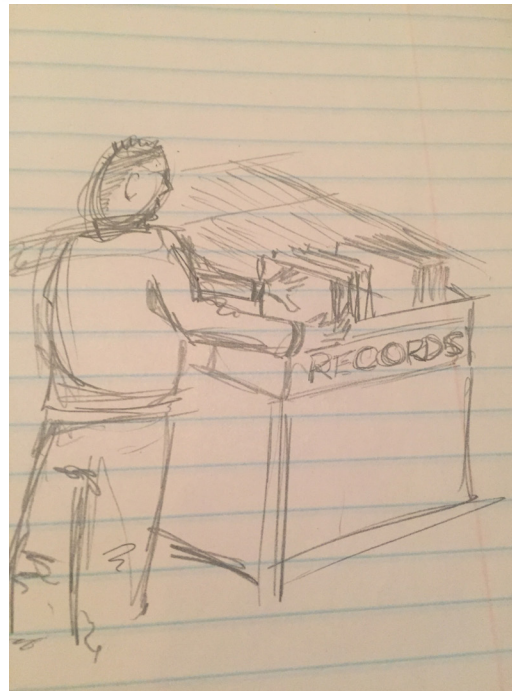
Cultural Probe

Michael Canavan



What do you learn from their perspective on design?

That it is similar to mine. Although most people don't realize it, design is a part of everyday life and informs purchasing choices, and how you react emotionally to your surroundings.

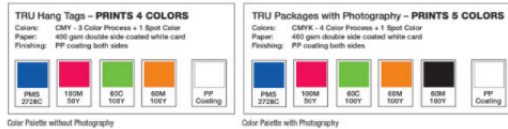


What can you add to their perspective on design?

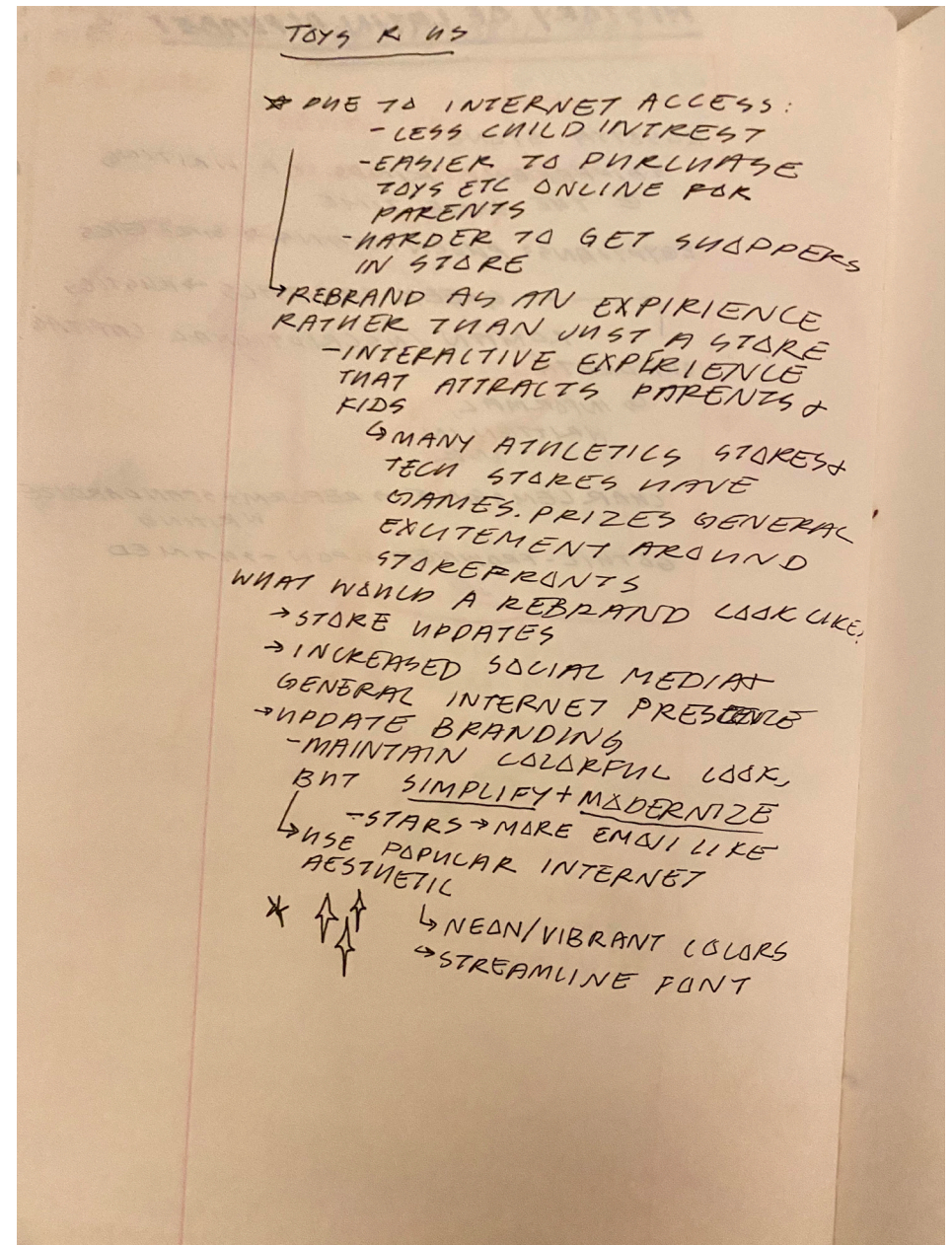
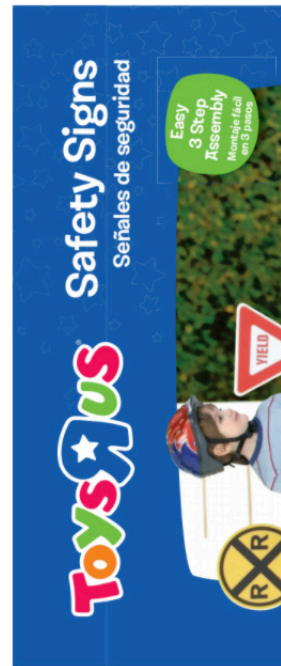
I can add that design is the greatest initial influencer when it comes to retail products and services.

Focus Group

TR_Wet Proof_FIN
3/C Process + PMS 2728C without Photo
4/C Process + PMS 2728C with Photo



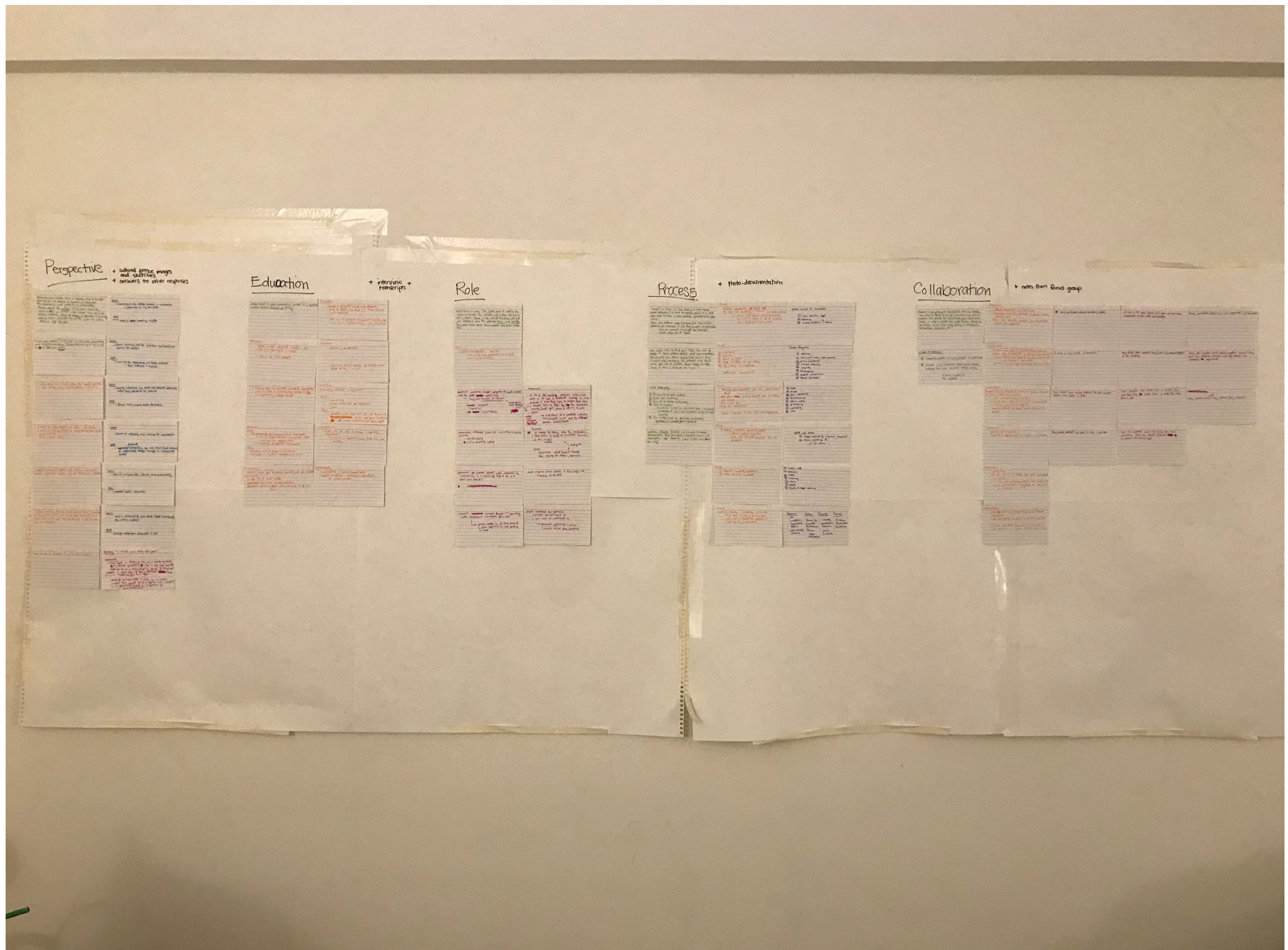
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Dropshadow around photo: 100K-Opacity 100%-MultiPLY Gaussian Blur set at 8
Dropshadow around text: 100K-Opacity 75%-MultiPLY



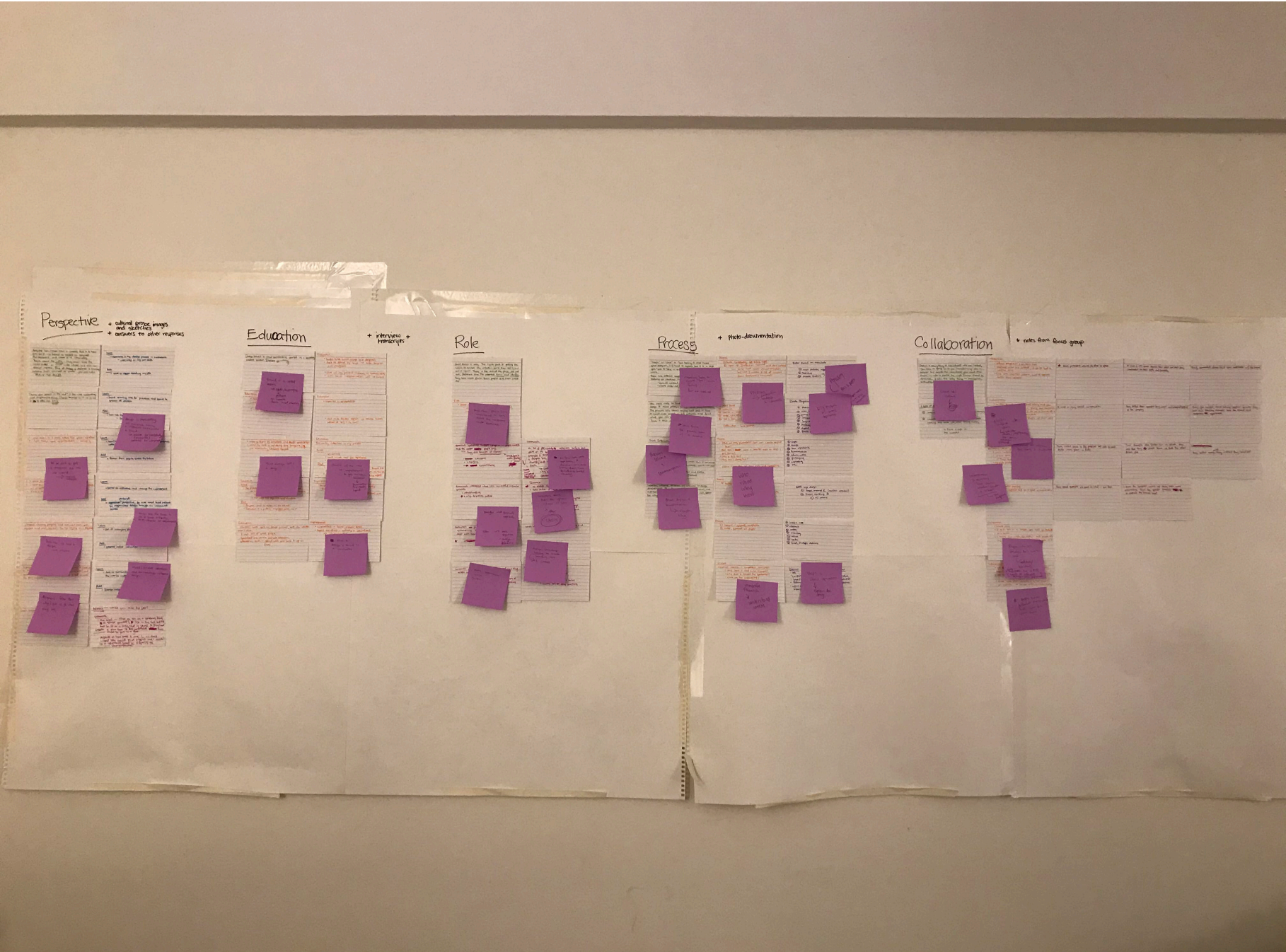
data

analysis

Phase 1



Phase 2



insights

Through my research I found that . . .



1. Communicate reasoning behind solutions
2. Design is a collaborative and participatory space
3. Subjective versus objective approach
4. Resent work viewed as a commodity

impact

Opportunities Discovered



1. Client role in setting parameters
2. Realistic sense of collaboration and participation
3. Better understanding leads to more fulfilling experience

Moving forward . . .



conclusion

Acknowledgements

Capstone Advisor

Professor Jeffrey Riman

Participants

Celeste Bohan
Savannah West
Mark Jensen
Aaron Brashear
Michael Canavan
Cindy Rosenshein

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**THE
END!**