

## Art Think

1. **Identify:** Set the problem or task, identify the subject
2. **Analyze:** Examine the subject; break it down, classify it.
3. **Ideate:** Think, fantasize, generate options, relate, rearrange, reconstruct.
4. **Select:** Choose your best option.
5. **Implement:** Put your ideas into action, imagination into tangible form.
6. **Evaluate:** Assess the result. Think about new options, Go back to Step 1

## Studio Events:

Choose one of the following concepts as the 'springboard' to a metaphoric visual statement that is a response to [John Maeda's Art, Tech & Design Leader TEDtalk](#).

Use visual metaphor as a way of expressing your understanding of the talk.

- Metaphors are statements based on some kind of an analogy.
- An analogy is where two things are compared to each other.
- This use of communication allows knowledge to be seen in a new perspective.
- A visual metaphor is designing visual space as a means of sharing knowledge.

## Analogical Design Systems

**Concept:** Finding design likenesses in dissimilar structures.

**Linking Topics:** enigma, analogy, metaphor, fantasy

**Studio:** Make a collage. Find images that are different, yet related, because of their design properties. Paste them together to form an interestingly designed artwork.

## Audio-Visual Analogies

**Concept:** Creating sound-graphic equivalents.

**Linking Topics:** enigma, analogy, metaphor, fantasy

**Studio:** Using an online app or garageband, record a variety of sounds such as nonsense sounds, gadgets, tearing paper, crumpling cellophane, scratching sandpaper, automobiles... Edit the sounds to produce a two minute sound mashup. Create a visual equivalent of the taped sounds on a long strip of paper. Use lines, shapes, textures, colors, collage cut-outs...

## Speaking in Design

**Concept:** Substituting color, form, and texture for text.

**Linking Topics:** enigma, analogy, metaphor, fantasy

**Studio:** Draw characters speaking in design. Develop characters with cartoon balloons. Portray a dialogue in 'design' using only lines, textures and colors (no text).