Workflow

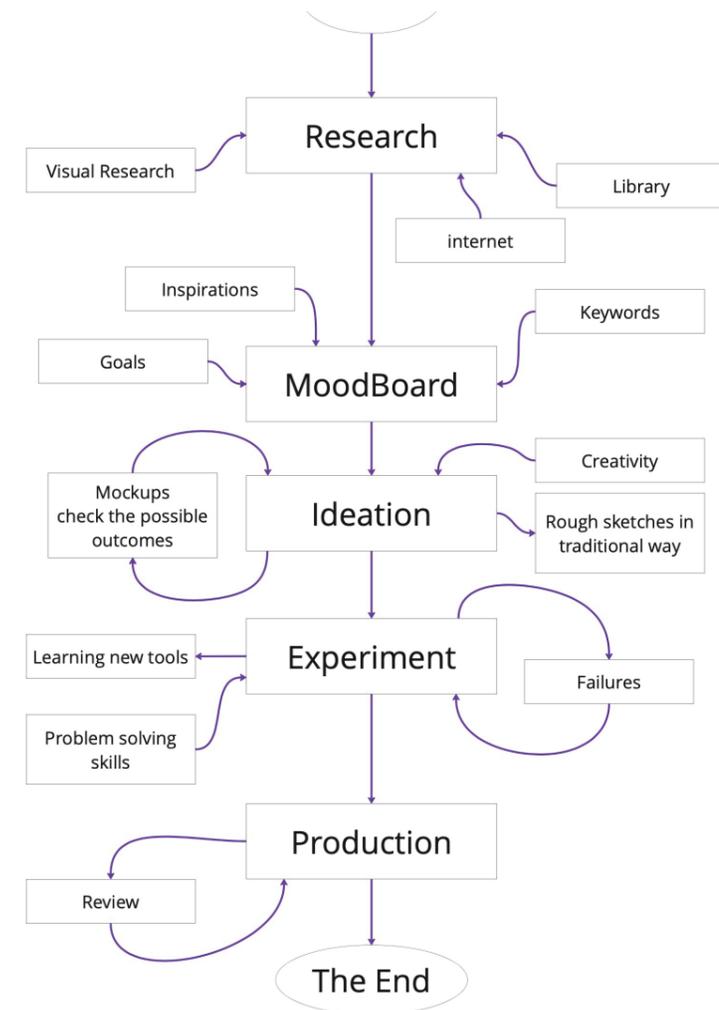**A good workflow leads to greater efficiency, better organization, and purposeful design.**

Breaking the design process into a few clear steps enhances possibilities throughout the journey. It simplifies the workflow, clarifies the message, and integrates theoretical research, visual elements, and inspirations that have been purposefully chosen to define the outcome and its characteristics based on the content and audience.

The design workflow also serves as a record of the process, purpose, and ideation. It guides the design toward a more precise and refined outcome. This approach not only fosters professionalism in a project but also saves time and effort by ensuring we don't have to start over in case of failures or setbacks.

I usually begin my workflow by identifying keywords that reflect my design purpose and audience. This is followed by primary research on the main content, gathering visual inspirations, defining key characteristics, and creating rough sketches, doodles, or physical mockups.

Moodboard

In this stage I undertood the importance of having a moodboard meaning; to document my inspirations, notes and primary ideas and goals in one place and to use digital platforms to place them.

This process is a part of my workflow. The available tools and websites such as Miro,Behance,Pretzi make it easy to access and share resources with colleagues or team members. This helps streamline and document the design process, keeping everything organized in one location.

Presentation 1

This is the PDF of my goals and purpose for this campain, it is the result of research and a part of my ideation

Workflow Diagram

- Research
  - Visual Research
  - Library
  - internet
  - Inspirations
  - Keywords
- MoodBoard
  - Goals
  - Creativity
- Ideation
  - Mockups check the possible outcomes
  - Rough sketches in traditional way
- Experiment
  - Learning new tools
  - Failures
  - Problem solving skills
- Production
  - Review
- The End

Neurodiversity

Neurodiversity is not a disorder but a concept that recognizes and values the natural variations in how people's brains work

It sees differences like autism, ADHD, and dyslexia as part of human diversity, highlighting unique ways individuals think, learn, and interact with the world. These differences are viewed as alternative ways of being, not something that needs to be "fixed."

Embracing neurodiversity means recognizing and empowering individuals for their unique strengths, fostering inclusion and respect in all areas of life.

Powers

Creative Problem-Solving: Many neurodivergent people think outside the box, offering innovative solutions that others may not consider.
Hyperfocus: Individuals with ADHD, for example, can experience intense concentration on tasks they are passionate about, allowing them to excel in their areas of interest.
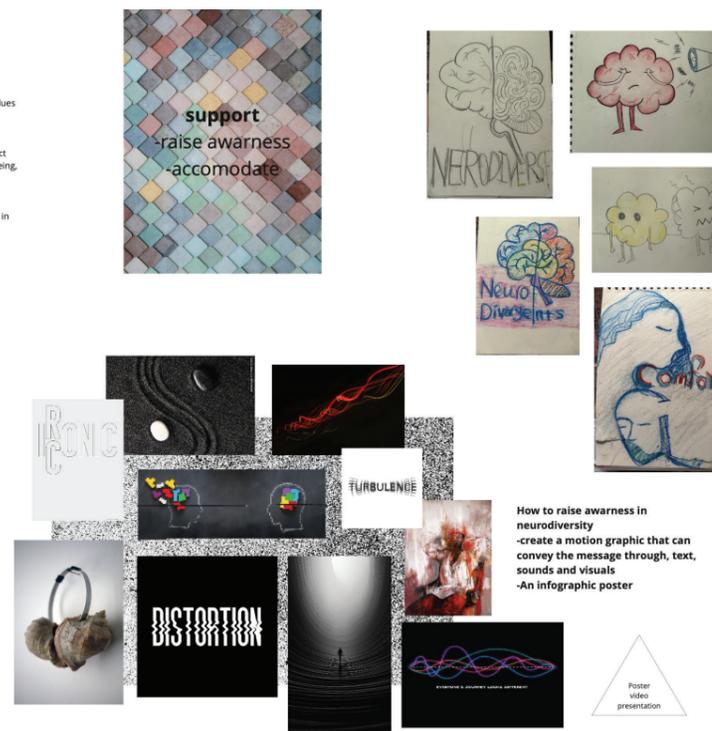**Attention to Detail:** Some neurodivergent individuals, particularly those on the autism spectrum, may have exceptional attention to detail, which is valuable in fields like science, engineering, and art.
Unique Perspectives: Neurodivergent people often see the world differently, providing new insights that can lead to breakthroughs in various fields.
Resilience: The challenges neurodivergent individuals face often make them highly adaptable, fostering problem-solving and perseverance.

-How noise effect idividuals with sensory over stimulation and neurodivergents ?
Noise can significantly affect individuals with sensory overstimulation and neurodivergence. It can disrupt their ability to focus, cause emotional distress, or lead to physical responses like anxiety or meltdowns. Understanding and managing noise exposure, along with implementing coping strategies, can help mitigate the negative effects and provide neurodivergent individuals with more control over their sensory experiences.

support
-raise awarness
-accomodate

How to raise awarness in neurodiversity
-create a motion graphic that can convey the message through, text, sounds and visuals
-An infographic poster

Poster video presentation

Celebrating Differences Embracing Powers

To embrace the strengths of neurodivergent individuals, it is important to support them in academic environments, as these are places for growth and discovering possibilities and goals. The first and most crucial step is to raise awareness for better communication. Celebrating strengths helps build their confidence. Ensuring that neurodivergent students feel safe, accepted, and included in academic settings is key to their success. This includes fostering a supportive classroom culture where everyone's differences are respected and celebrated.

Sensory overstimulation is when sensory input, like loud noises or bright lights, becomes overwhelming. For neurodivergent individuals, especially those with autism, certain sounds can cause distress, making it hard to focus or participate in class. In academic environments, this can lead to anxiety, difficulty learning, or meltdowns. Providing quiet spaces, noise-canceling headphones, and reducing background noise can help support neurodivergent students.

This campain focuses on the impotance of silent study spaces because in academic enviroment where everyone needs to concentrate, we must consider those who can hardly do.

Emerging Technology

With easy access to the internet, social media and a variety of tools and devices digital design is easier and faster than ever, from ideation to creation.

With the impact of current technology on education and creation—or better yet, on our world—I do not have an exact prediction of its power in the future. However, it has already completely transformed the possibilities in design. In my journey as a graphic design learner, I'm eager to dive deeper into these technologies to expand my skills and push my creative boundaries, follow the emerging technology and grow my skills as the technology grows.

-AI recently has been a revolutionary emergence in technology. It is accessible to assist us and help in many situations. Tools like Adobe, Figma, and Sketch have incorporated AI to automate tasks such as colour correction, layout adjustments, and even generating design assets. It helps designers become more efficient and focus more on strategic aspects, making repetitive tasks automated and completed faster. AI can be used both as a research and design tool. There has been concern among many designers about whether AI will take their jobs. However, I believe that it is not yet intelligent enough to do so, and it still requires human guidance. In my experience, it is important to know how to use words purposefully and carefully to get the best assistance from AI and use it as a powerful tool, both in research and design.

-Data-driven design Data-driven design is also closely tied to technology. Data-driven design is the method of design decision-making based on existing data on user behaviour rather than individual intuition or personal preferences. It aims to create more relevant and tailored experiences for users based on data and focus more on functionality than aesthetics. Emerging technologies like AI play a big role in enhancing data-driven design. AI can analyze vast amounts of data to identify patterns and suggest improvements. This method makes it easier to create a design that is more personalized, efficient, and engaging for users.

-AR/Augmented Reality Another significant tool is augmented reality (AR). AR lets designers visualize and interact with their designs in real-world environments, even when they haven't been made yet. Whether it's placing an illustration on a wall, seeing a 3D object such as furniture or sculptures on a surface or how a logo will look on a product, AR is making the design process more immersive and intuitive. It also plays a big role in the gaming world.

How can AR/Augmented Reality be incorporated into my past projects?

In one of my old projects, I created a watercolour palette as a physical sculpture for the university art building. I then used Photoshop to present a photo of the sculpture in use, but the result wasn't satisfying, especially because it wasn't a 3D model. If I had been introduced to AR at that time, I could have created a 3D model to better visualize how it would look in the space, without spending time, effort, and money on the sculpture, which I wasn't sure about the outcomes of.
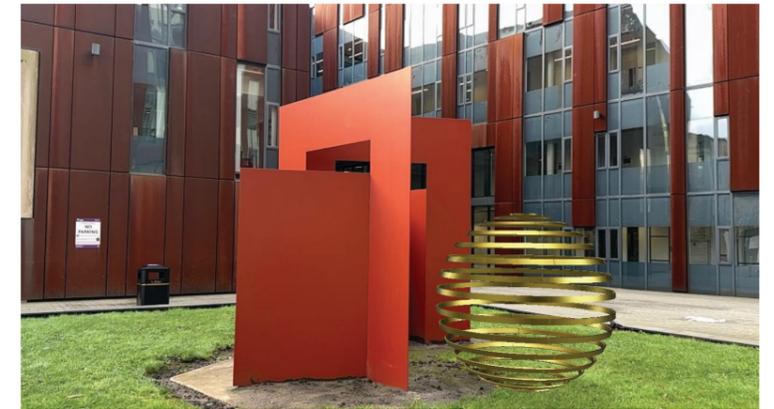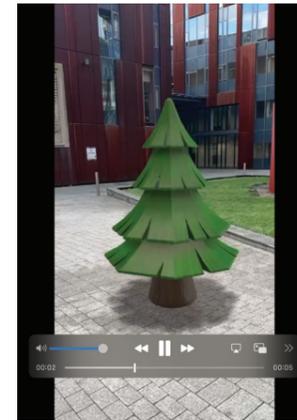
5.2.2 An Augmented Reality Intervention

In this Task I was aiming to place this asset on Parkinson building, but it was a challenging experience working with Adobe Areo and the results are not as I desired.
I would need to expand my skills on this tool.
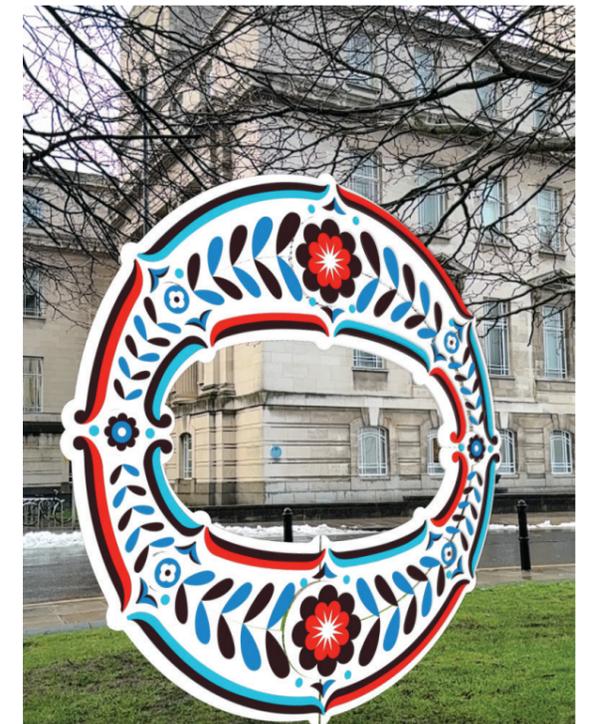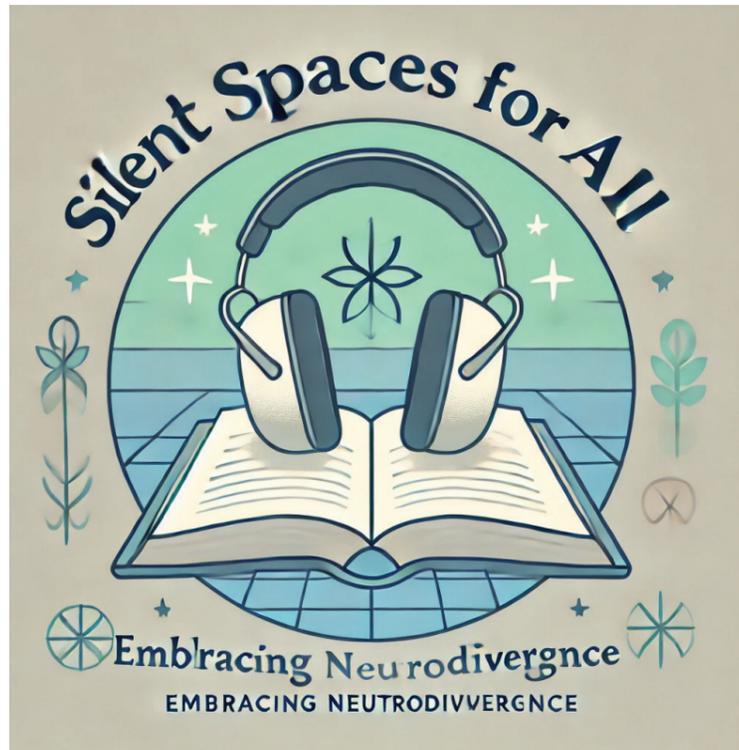
Here is my experiment with ChatGPT in generating a logo. The result wasn't useful for me, so I used a basic icon of a brain for my presentation.
Based on the **Law of Simplicity (the simplest way to achieve simplicity is through thoughtful reduction.**

, using an icon was more appropriate than a decorative logo for my campaign.

I also used the Prezi website and tried its AI-generated method to create a complete presentation based on my text and goals. However, the result was not satisfying and was merely an experiment.
I believe it lacks reliable content and does not align with my taste as a designer.
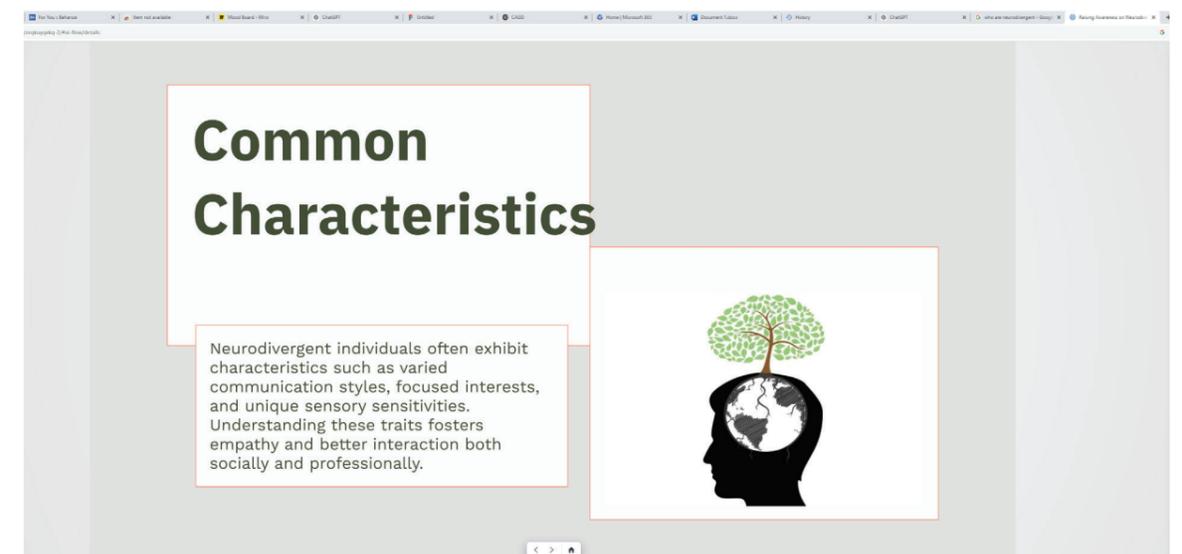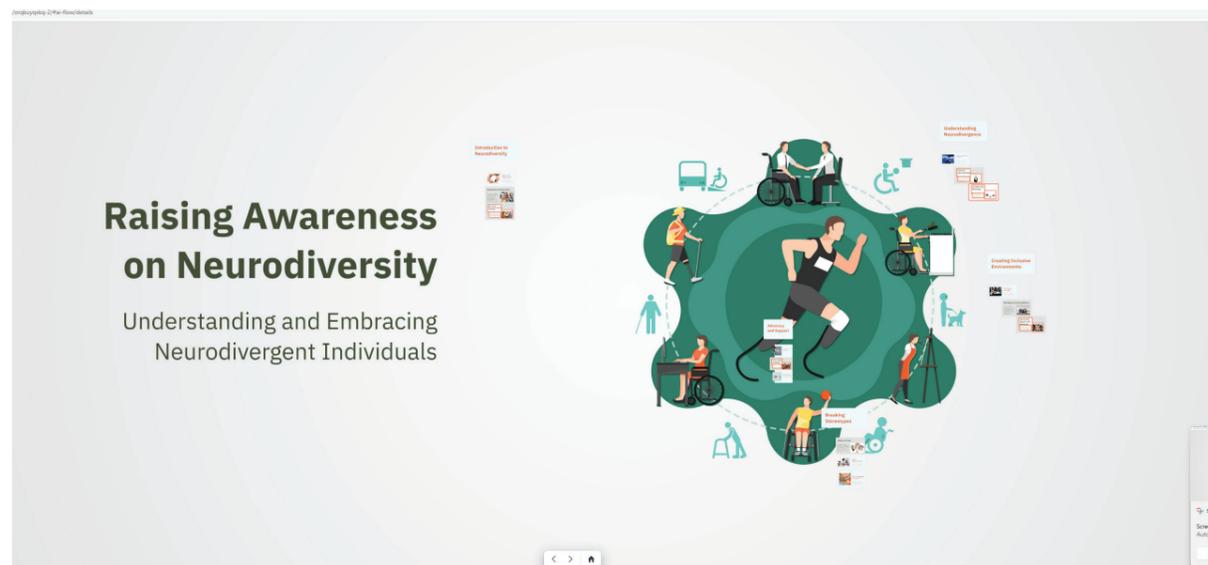
Workshops

These are from the 3D workshop with Jon, where we were introduced to and worked with Cinema 4D—such a fascinating experience!
I am eager to learn more and expand my skills with this tool.

We also used Graphic Sketchpads and Photoshop, where I designed my very first animation by sketching frame by frame.
It was essentially a sequence of sketched images played rapidly, one after another.
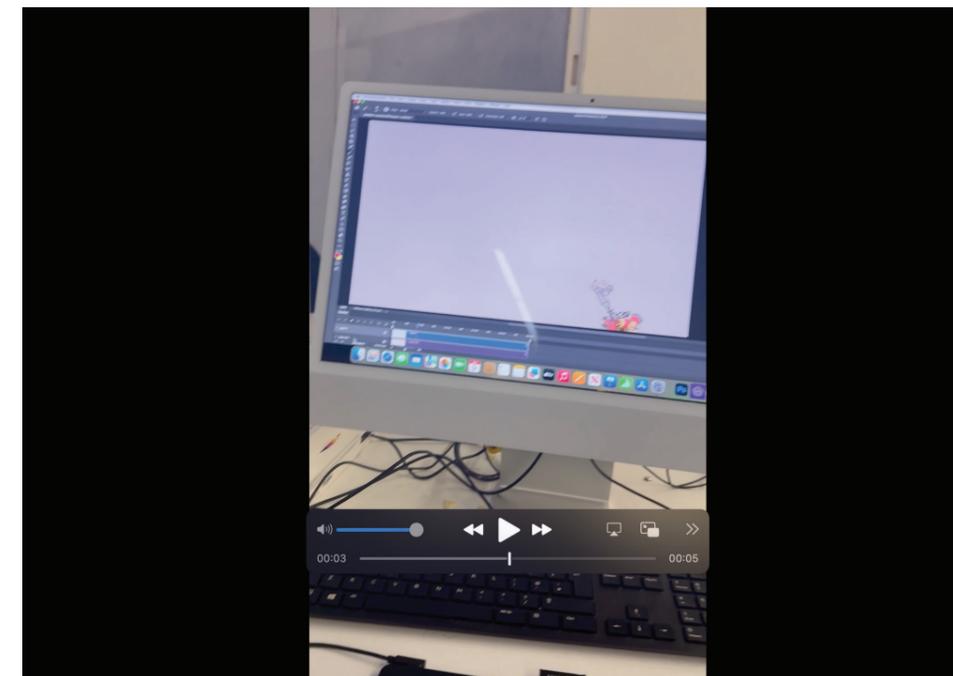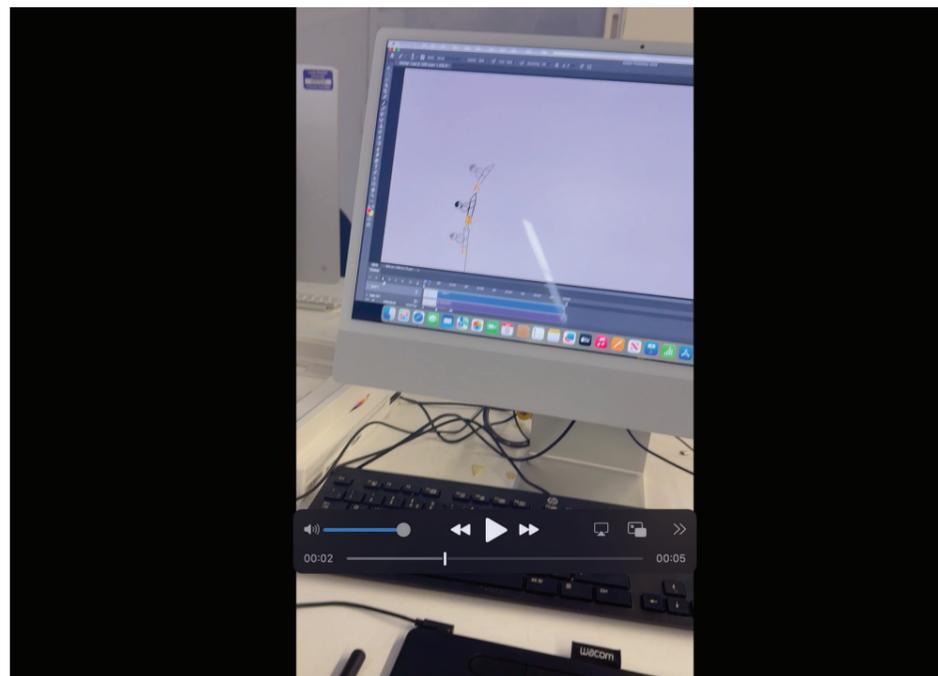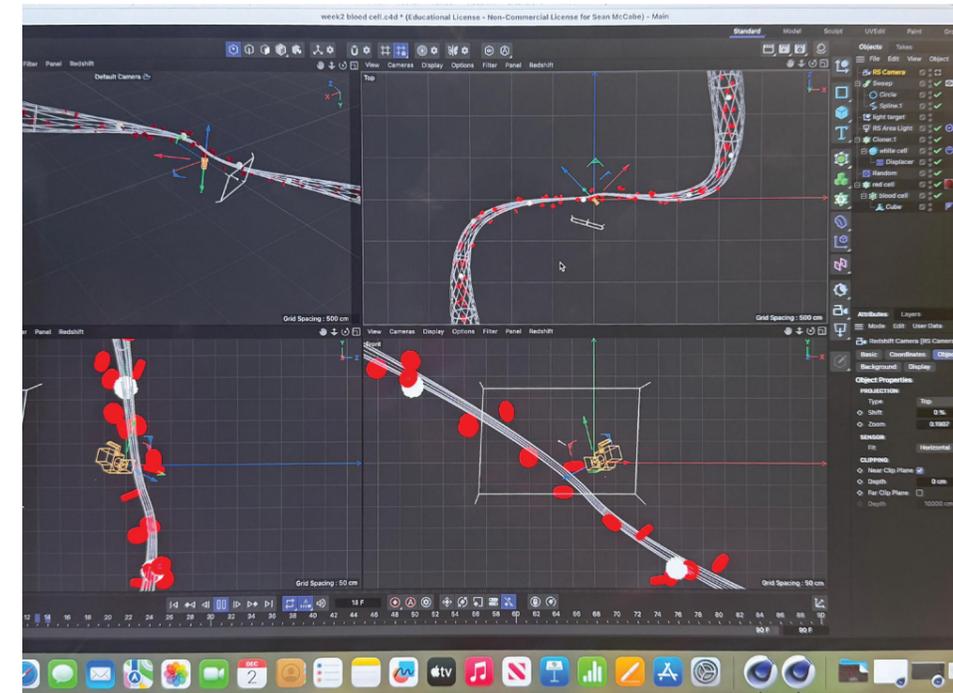
Week 3
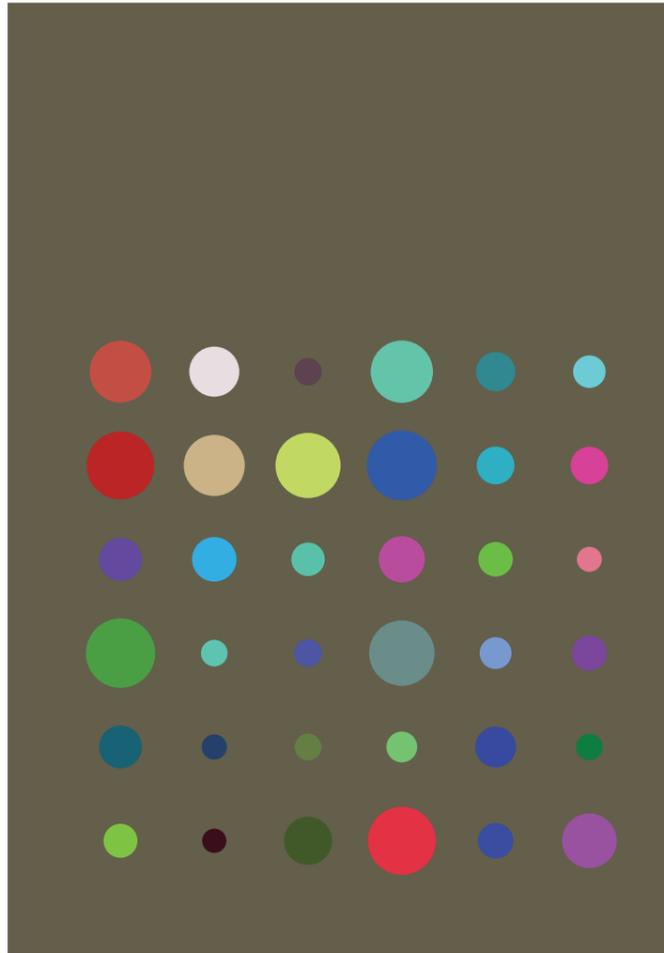
This is following our studio session for 100xPDF bookcover project, It was very challenging for me to even follow the tutorials.
I have limited understanding of coding, After generating this I have made a GIF out of 100 pages, qwwhich exist on my blog post, with further reflection of this experiment.
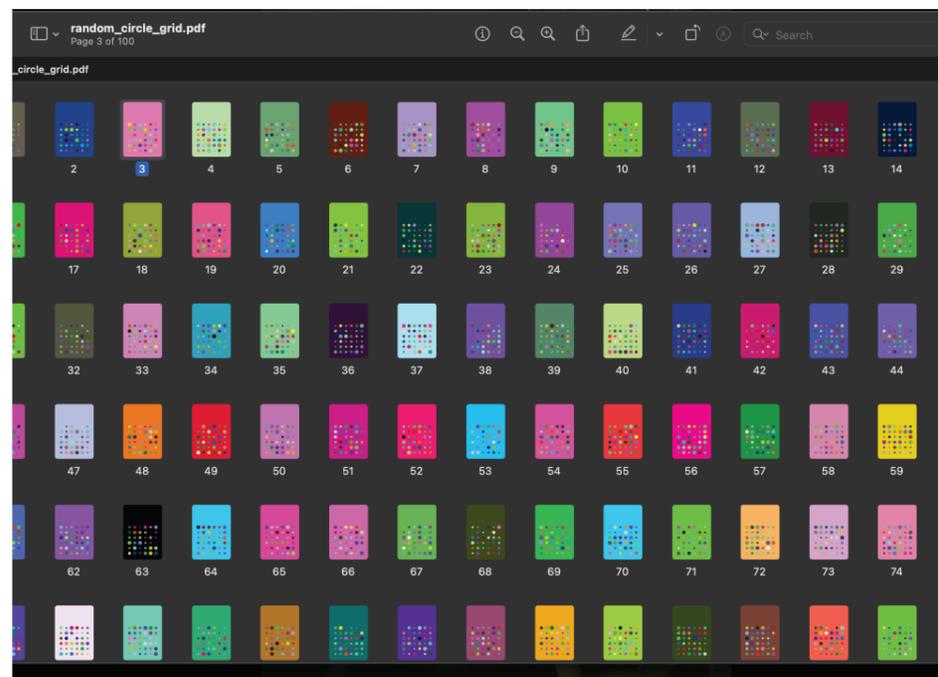

```
import processing.pdf.*;8786

int startX = 120;
int startY = 430;
int spacingX = 100;
int spacingY = 100;
int cols = 6;
int rows = 6;
int miniSize = 25;
int maxSize = 75;
int page = 0;

void setup (){

    size(740, 1050, PDF, "random_circle_grid.pdf" );
}

void draw(){

    page = page + 1 ;

    background(random(255),random(255),random(255));

    noStroke();

    int x, y = startY;
    for (int row = 0; row < rows; row++) {
      x = startX;

      for (int col = 0; col < cols; col++) {
        fill(random(255),random(255),random(255));
        float circleWidth = random(miniSize, maxSize);
```

Transform a space or an object through Design

Here below, I have overlaid an object onto a historical place to transform it into **something new that doesn't exist in the real world.**
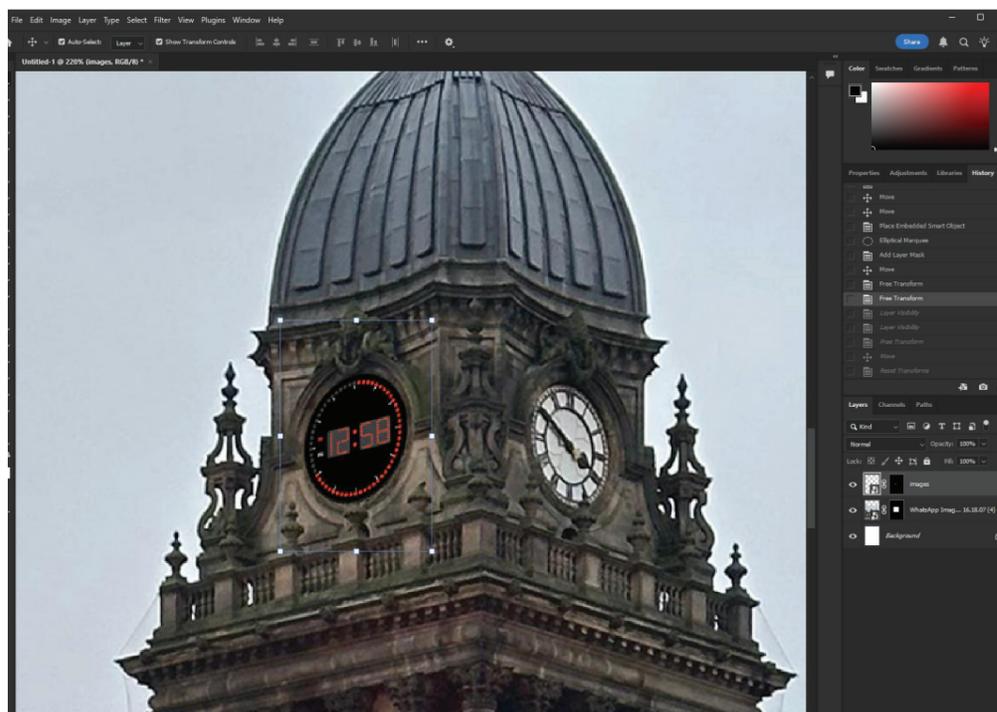
Draw attention 6x6

In the process below, I have used Photoshop as a tool to design a photo, aiming to draw attention to my desired subject. I have used different tools in Photoshop such as Blur tool, and AI-generative fill.

*Lost in the city,
found in the glow of
forgotten faith*
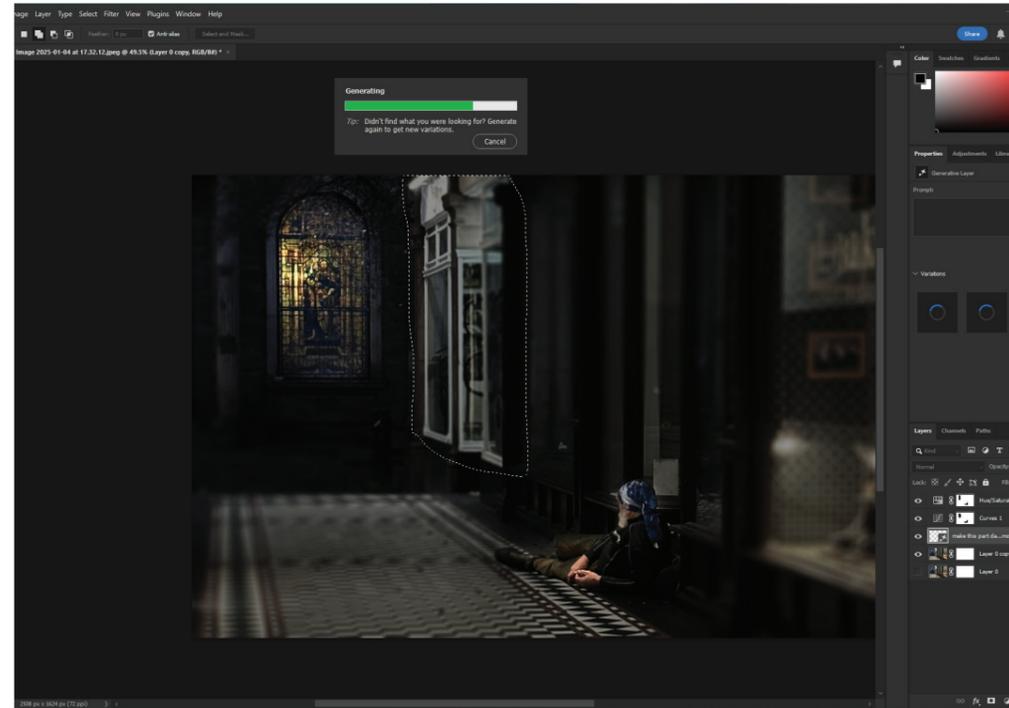
Brutalist websites

These designs can challenge the traditional web design principles and straightforward aesthetics that prioritize usability and accessibility.

Maximilian Kiepe

Neverland Workshops

Original Fake

Juliette Surprise _Interview_

Liebermann Kiepe

Sous Pli _Interview_

Marilyn Liew _Interview_

Earvin Fanfair — Designer at Google
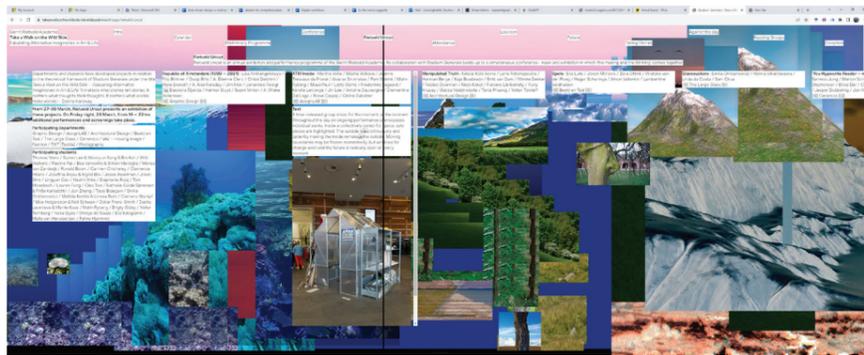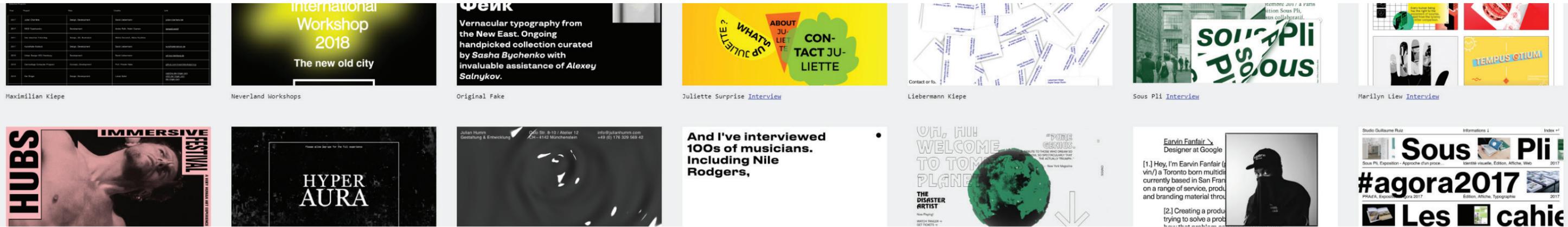
Magazines like Pin-Up embrace creativity and feature a vintage, retro design with bold typography, creative layouts, and a visual focus on photography or illustration.

Some Brutalist Websites like this one have a complicated structure beneath their creativity. While they may appear chaotic, these sites often use intricate design techniques, unusual layouts, and unexpected elements that push boundaries. However, this complexity can confuse navigation and user experience for those unfamiliar with the style. The design is intentionally disruptive, challenging traditional web structures, making it compelling or frustrating, depending on individual preferences.
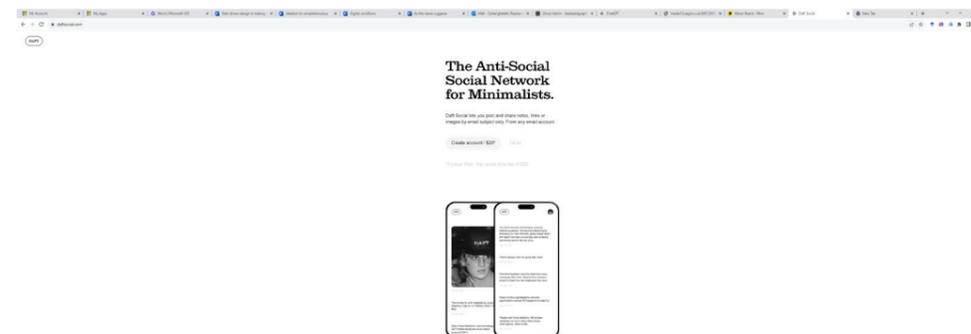
Here is another web design that has a minimalistic design, a limited color palette, and focuses on function. "Minimal web design" prioritizes simplicity with clean layouts, limited color palettes, and an emphasis on essential content, avoiding unnecessary elements, which leads to a lot of white space.

I have experimented with modifying CSS style and designing on Google Chrome for this blog post changing the background colour.
It was a challenging experience to work on this task, with a limited knowledge on the task on hand as understanding CSS scrips was quiet complicated, while realising which part of the code is refering to which component in the scene. However, I found out by clicking on the "Inspect element" button on the left top of the page, Chrome directly reffers to the part of the script responsible for the style of that element.