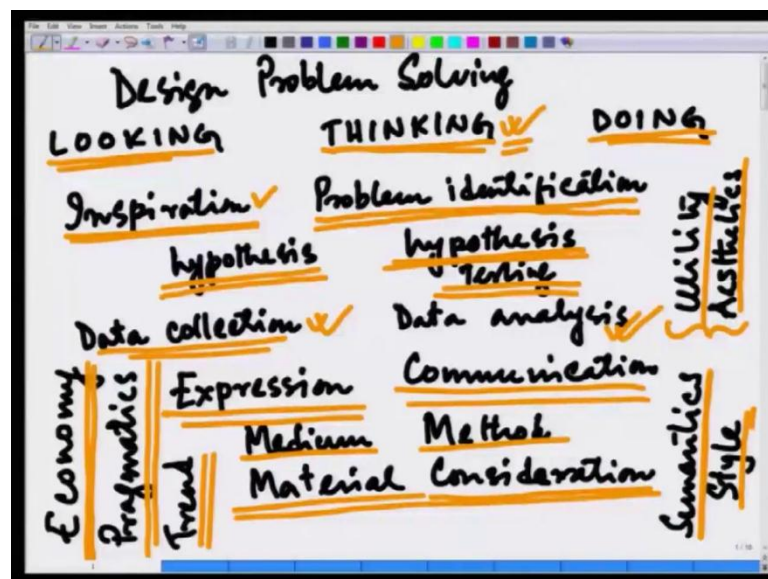


Elements of Visual Representation
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Lecture – 48

Now, we are going to discuss about design problem solving, now we go for a design solution, when there is a problem there, we needed to be solved in through visual representation. Now, this is also true that, when we can identify our problem and we becomes specific about what we want, the problem gets half solved. And rest of the things, we pick up from the elements and the principles, that is there in our mind and or clients mind, it is from the mind of the person, who is creating and the person, who is at the end of the use. So, that way, it is very important that we know our problem, what the design problem is and then only we can approach into a successful solution.

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So, in a process of design problem solving, we taken into account three most interesting and useful aspect, one is we try to solve a problem by looking, by thinking and by doing. Now, you may shuffle them, you can just do and the inspiration then follow you, it can also happened that, you do and you think together. Simultaneously, all can also happened trying to happen that you think and you go by preconceived idea and then you implemented and looking is one process that is continues that has to be very regular.

Now, when we talk about inspiration, there is one consideration that whether we need to wait for the inspiration, the right inspiration to come our way or we should just work in the inspiration, may just happen there. So, that is another consideration and when we work with our clients, we do not have time to wait for the right inspiration to come our way.

So, when we say that, we are identifying a problem, we go by a process with his problem identification, this is also an analysis through which we also come down to certain solutions from our existing knowledge that can be put as hypothesis. So, hypothesis is about how we assume our common sense says that, this can be the possible solution for this particular design problem.

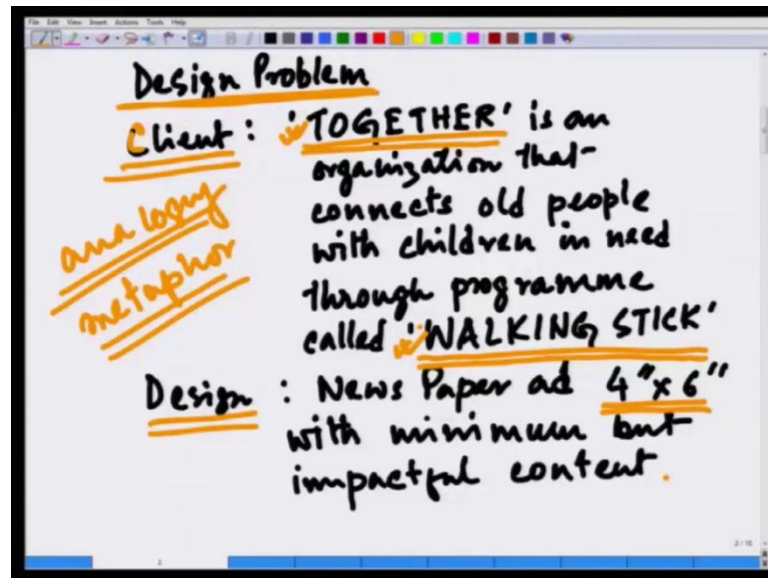
But, then we need to also go by rigorous hypothesis testing, because our assumption may also go wrong, but there is no harm in assuming that opens our mind and we get into the different steps of thinking in a problem solving process. And then how to test the hypothesis, we collect the data, we talk to people, we interview people, we make observation and then we get a lot of information in the form of data. Then, we analyze the data with our senses; there are tools available for that.

Then, when we go by this kind of a process that involves looking, thinking and doing, finally our outcome has to be also combined with the utility and aesthetics both. So, a form and a function then come together, and then we try to find out the right expression, the right mode of communication, the right medium, the right method, the right material that is something you know what we consider.

And then we also think of economic probability, the practicality, the pragmatics and also this is very important case that there can be many practical solution for a design, but we also need to go by the trend. Whatever practical or successful the solution must be, if it does not suit our time, then the entire purpose can be lost. And then the basic semantics that we take into account, because we know, how the viewer will approach to the particular design.

And then comes to the style that you are choosing and that is related to the visual expression, when we talk about the visual style, we need to know, we need to find out the right style, the most suitable style to execute the object.

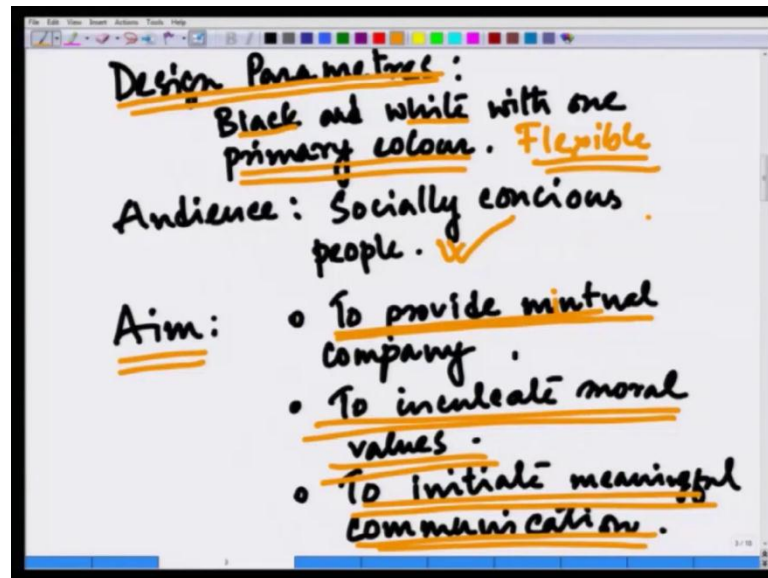
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So, now let us just take up one design problem as an example. So, for us this is the present design problem, when we assume that, there is a client, who is working on a design that is a newspaper ad of a 4 inch by 6 inch size, a printed text with the minimum, but impact full content. Now, let us see, how the climate is, the person for whom we are designing it, may not be the client.

So, for whom we are designing is a different user groups and client is a person, who is assigning this design to us. So, we should also know that, where all these people stand at the process of design. So, together is the organization that connects old people with children, who are in need through program called walking stick. So, we have the name of the organization together and the program that is also like a temporary program that is called the walking stick. So, these are the two considerations that we have and as we know that, you try to first figure out the different analogy and metaphor to support these two concepts.

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Then, the design parameter or the design constraints are also very important there, may be here the problem is given this way. Then, we go by a constraint with we have this restriction that the ad that we are making for the print media, that has to be in black and white in color and we can incorporate just one extra primary color to it. Now, that can also be flexible. Now, the audience is the socially conscious people, who are going to read the ad, they are the daily readers of news papers that we can also assume.

And the aim of the design is to provide the mutual company to the two different age groups, which is the oldest person and the young ones to inculcate moral values through conversation to the mutual company to initiate meaning communication between them. So, these are the basic idea that we have. So, we are designing a poster for people, who are the newspaper readers, the client is the organization, who are commissioning the designer to come up with a solution there.

So, we know that, there is no one way of solving this problem and no client will be happy if I decide, what will be my design solution and I just come up with that. Even, like when there is no client there and I am designing for my own satisfaction, there also we go in the thematic level of altering and rearranging the composition elements into it. So, that is how we prepare, that is how we think, and then finally implement the design.

So, let us see how the solution can come up, how the designers, they get involved in the process of design and then they provide multiple solutions in a different way. So, let us iterate and see how many solutions we can come up with.

Student: Hi, I am Murtunjaye and I have pride to come up with various solutions for this design problems. So, let us see my problems, solution one by one.

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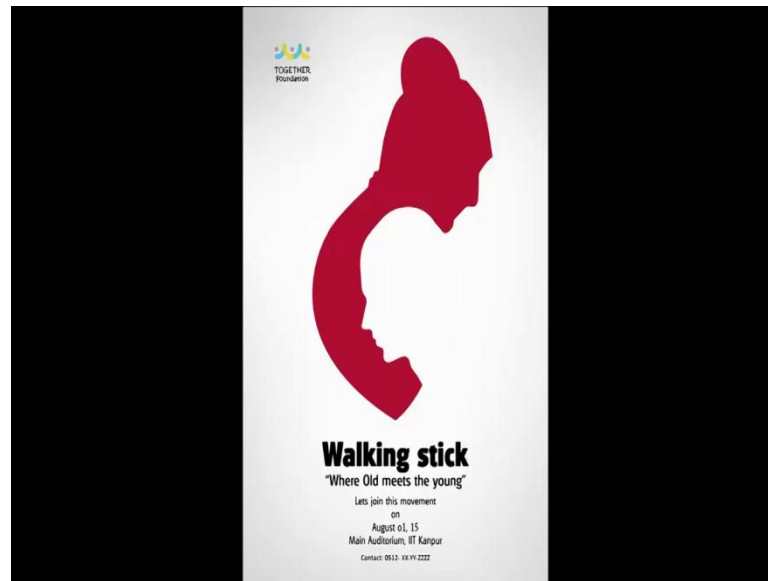


So, this is my first solution to the problem statement, here I have used asymmetrical balance divided by the walking stick. Primary, bright yellow color has been used in the circle in the center to create the focal point of the overall graphic. Mini linear yellow colors are the lines in the background has been used to pick the height of contrast of the image. Since, images in the back are the prime focus of the image continuing information. The eye flow moves from the top left corner directed by the yellow circle to the message walking stick.

Suggest, that is the old lady with her hand extended and a youngster with his hand extended are trying to come together for a better purpose. So, this is how I try to explain. One more thing tag lines logo for the organization to get the foundation has been also designed and it is the additional content, which has been designed for the graphic.

Student: Hi, I am Swathy, I also come up with the solution, and now I will explain mine.

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This is my solution where I have used devices like figure and ground, where to show two personalities coming together and which exhibits mutual support and companionship. And also they are opposite in complementary figures, where I also use the closure paradigm in which the white background has come up as a close image of a teenager as one of the image, I have dictated here.

So, I also use the color red to show the emotions, which again expense togetherness. Also, in image you can see the red color and a reflection of a heart shaped there, which always gives you a warm between both these personalities.

Student: So, I am Ashwin, so I have come up with a solution for the same problem. So, I thought of doing it in black and white and which is say the older people stay, the advertisement just to come in black and white. So, it is nowadays that you see that everything has become colorful in newspapers. In fact, even Hindu is still stuff with black and white, I guess. So, my solution is more in mono chromatic.

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So, here you can see that it is minimistic, it is minimal design, where I change the name of the activity to give 5 from walking stick and I have broader the five most important things that the elderly people would do with the kids; that is during they would either teach, they would either play with them or they would sing or say fund or even organize the event on their own. So, here the 5 finger show the five different, 5 small things that they would do. Say for instance, or they going to spend 5 hours in a week, so something like that.

So, this is how he would print out things fast and short space, small space. As you can see in this designers placed the title of the top; that is giving more importance to the title, bring it to the viewers at first and then comes the three design at the centre.

Student: So, let us see another design solution by me.

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So, in this graphic advertisement have used the direct metaphorical representation of the subjects; that is the old lady and young sister, which is you know has been represented by the frames to different frames. The mean graphic content in asymmetry that is contained on both side of the vertical horizon is different in terms of representation that is the exact shape, since both the frames shapes are different.

But, with a single look, we manly tend to join the two frames on the join us together giving a sense of symmetry. So, this is how we can create dynamism in an image and also the graphic has been used with the minimum colors. So, ultimately giving the final feel of the problem or the solution, which has been provided for the particular problem. Thank you.

Student: So, here is either solution by me.

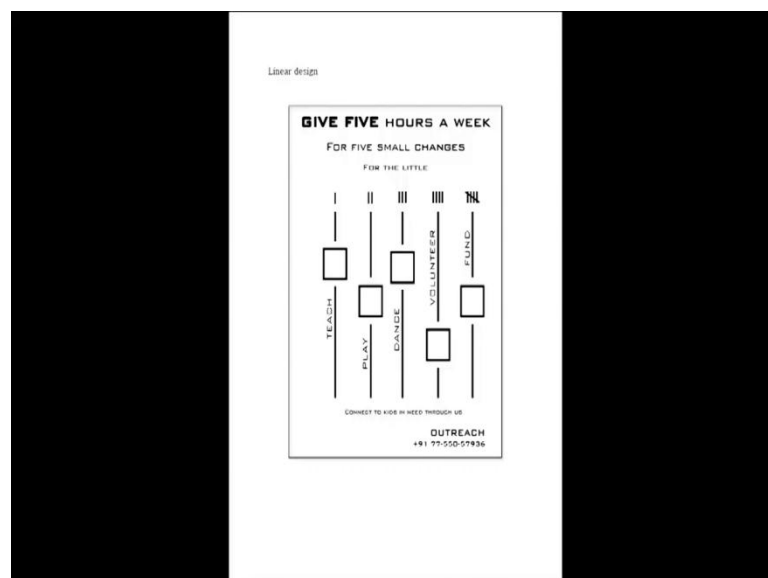
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Here, I have used two faces of both the age group coming together with three primary colors like red, blue and yellow. A two faces are a half a cut and join together, which again gives emphasis on togetherness and a stick in between is a symbol of togetherness and walking stick symbol of the event. And it is symmetry of making a single phase all together and we mentally connect an emphasize on the cemetery.

Student: So, this is another solution for the same problem, where I have used a linear design.

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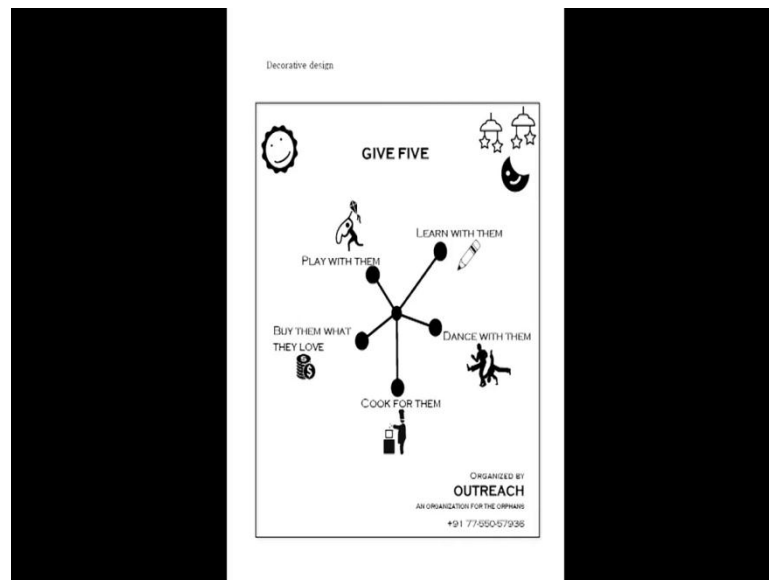


So, again at the top you have the title and it also says 5 hours in week. So, it is pretty clear right from the top and there is simple lines, they looks like something like just like printing, you print from left to right from top to bottom. And even the given the number that I have written, this is 1, 2, 3, 4 and 5, five different things that they can do for the kids.

So, even numbers are in roman format, did not do not usual one and here the lines could have been closer, but then the background have become more brighter, bringing the foreground, making the foreground bit smaller. And so now, that they are all spread out on the pic on the sheet, the negative space becomes more you know it goes through the design, it is fuses the foreground.

And another thing about the design it is of course minimal, but it is something like an abacus that the kids to use that whenever, say in standard 3 and 4. So, say an elderly person reading the paper would actually this would make it curious for go through what exactly it means. So, you would actually go through it then ((Refer Time: 15:27)).

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And this is another solution, which is more decorative. So, as we can see put elements in distributed in giving space, there are lots of decorative elements, it is not focused at any point and there lot of save clip art and the things on this in this image.

So, from the earlier designs what we have seen is that, each one of us wants to come up with a particular design principle that they had in their mind and also the founder of different solutions that follow them. So, in a way, it is all about how well you are making a decision. So, there is no good bad and no right and wrong solution, but it is not a single solution that you must use in an interface design problem solving.

If you think in terms of the visual arrangement, there also, it is all about decision that you are making back and the many are the alterations that you can come up with alternative always. But finally, take to one depending on the context, depending on the time, depending on the trend, and then we know we become more and more socially conscious and intelligent to find the right solution for a design problem.

So, when you have some idea in your mind that can be put up in many different ways. So there are many different mediums available. But, for us we choose visual representation medium, it should be expressed as much as possible to the visual means. And those visual means are the elements like the light, the color, the line, the texture and all other things that we have discussed so far. Now, I think you are equipped with all those tools and we can also express our ideas with more expertise and confidence.

Thank you.