

Design Scientist

Part 1. Conceptor & Visual Formalization

ICOGRADA Design Week in Daegu 2008

Color Value, 04-10 July at Daegu Exco

Day 4, Section 1, 7 July, 14:00-17:00

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“Design Scientist” is a new type of designers who treats designs as important elements for the economy, society and culture of the 21st century. Because the fundamental value of design is communicating visual sensitivities, and at same time, it has a logical value as communicating a message and its function. Therefore, one must able to conduct methods to utilize a logical and linguistic intellectual system during design development phases. The “Design Scientist” is a designer in 21st century who has that Design Abilities.

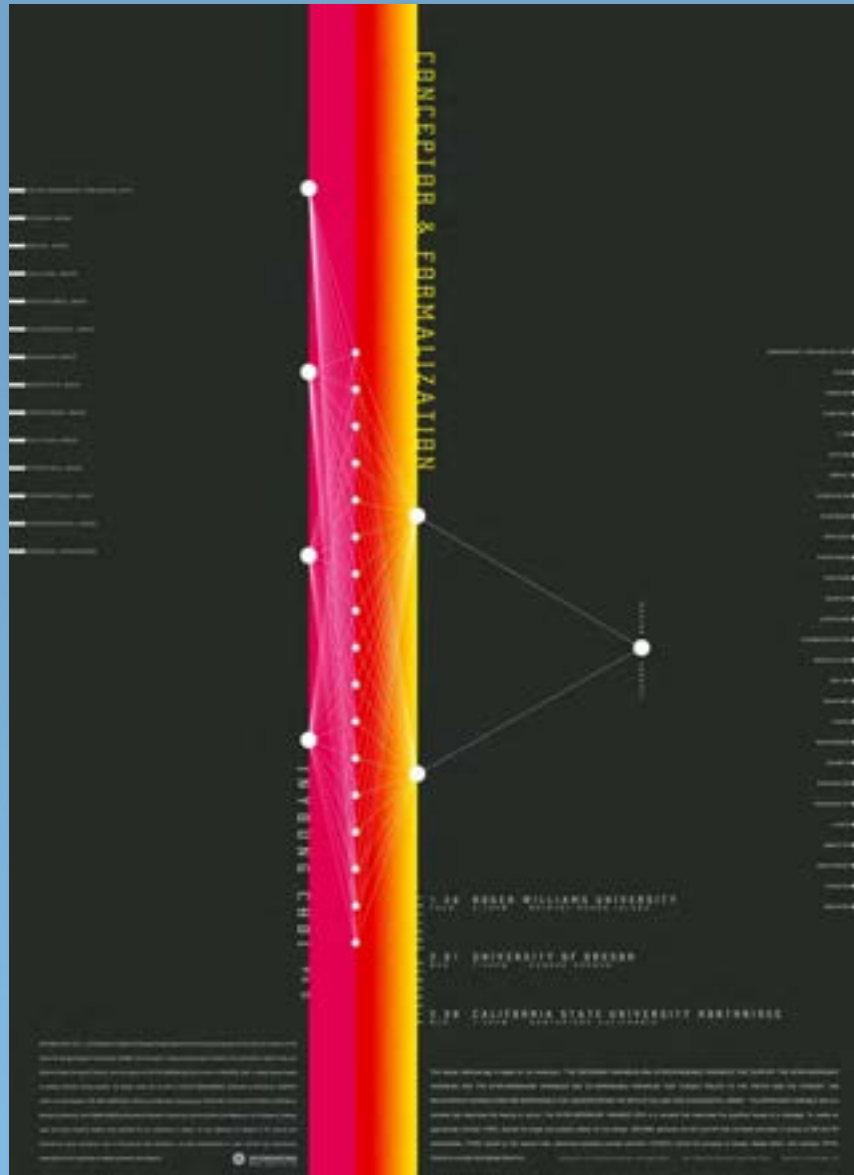
Design can express the brand and impress the consumers. Today's consumers are becoming "Active" not "Passive." To express a brand to these Active Consumers, more than ever, designers must act as a brand strategist who must consider to utilize consistent design solutions adequately to impress the consumers with the physical form. Therefore, I see no boundaries between designers and design managers. Designers must have knowledge to fortify the design solution to compete in the battle of recognition, a competitive marketplace. Design Managers must understand "Good Designs" and able to incorporate an appropriate design for branding/marketing strategy.

If the designs in 20th century are considered artistic intuition because there were less competitive market and unbalanced world economy, the designs in 21st century are based on the artistic and analytical logic because the marketplace is very competitive and world economy is evenly spread throughout the world. Hence, I believe today's designers should have the following qualities:

- Able to include empathy for the consumers and culture
- Able to distinguish design styles and cultures
- Able to control design solution as a sustainable design or an ephemeral design
- Able to formulate a relationship between verbal and visual communication
- Able to write and represent strategic plans and contents
- Able to transcend a marketing strategy to design applications
- Able to manage time and duties

With these qualities, designers and design managers work together as a team to create, manipulate, maintain, constrain, and express the strategic designs to the complicated consumers.

- A Statement wrote for "Design Management", Published by AVA Publisher, UK



We knew the functions and aesthetics of forms before we created forms.

We knew the functions and aesthetics of forms before we created forms.

Nature & Human

Human & Nature

How do we understand the beauty from looking?
What is a standard of the beauty?

form = forma

idea = concept

shape = aesthetic

image = style

design = designare

to define

de (out) + signare (to mark)

design

concept

aesthetic

style

conceptor

design concept

formalization

design aesthetic

design style

conceptor

design concept

- Present one clear problem solution direction using several methods that analyze the recognition of problem for design and the elements of problem depending on information connected with the elements of problem.
- Fresh design concept gives people a new visual experience and moves their mind.

conceptor

design concept
the brain

- Neural Network = Parallel Distributed Processing (PDP)
- When the brain process information,
a millions of neurons move parallel direction, not linear steps.
- Human Brain vs. Computer

conceptor

design concept
the brain

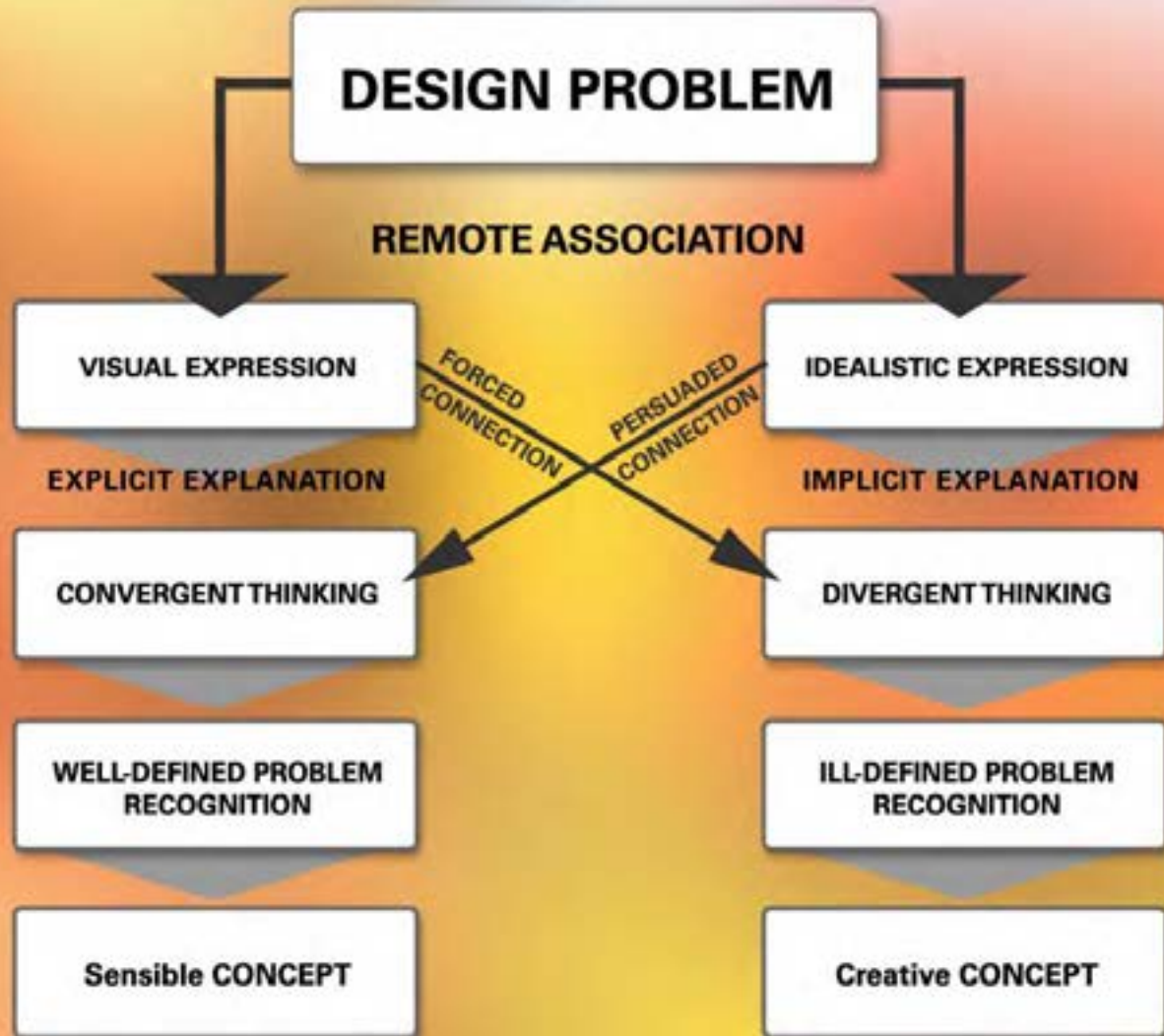
Parallel Thinking

TYPES OF PROBLEMS

- Well-Defined Problem
- Ill-Defined Problem
- Insight Problem

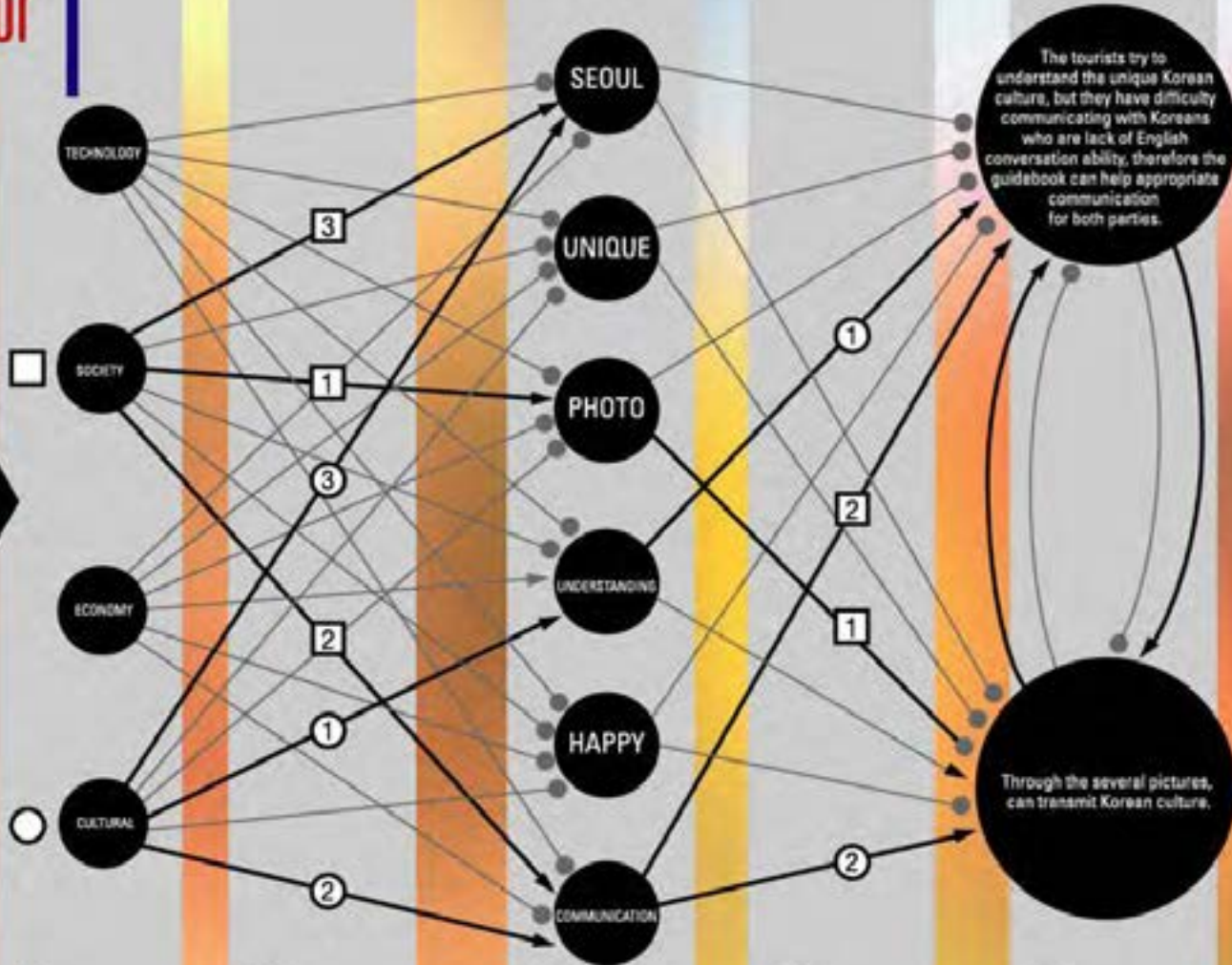
TYPES OF THINKING

- Convergent Thinking
- Divergent Thinking



conceptor

DESIGN PROBLEM INPUT



IDV
Inter-
Dependant
Variables
**STEP 1
ELEMENTS OF
PROBLEM**

RC1
Relation
Connection1
**STEP 2
CONNECTION**

DV
Dependant
Variables
**STEP 3
WORDS**

RC2
Relation
Connection2
**STEP 4
VALUE**

PT
Possible
Topics
**STEP 5
IDEAS**

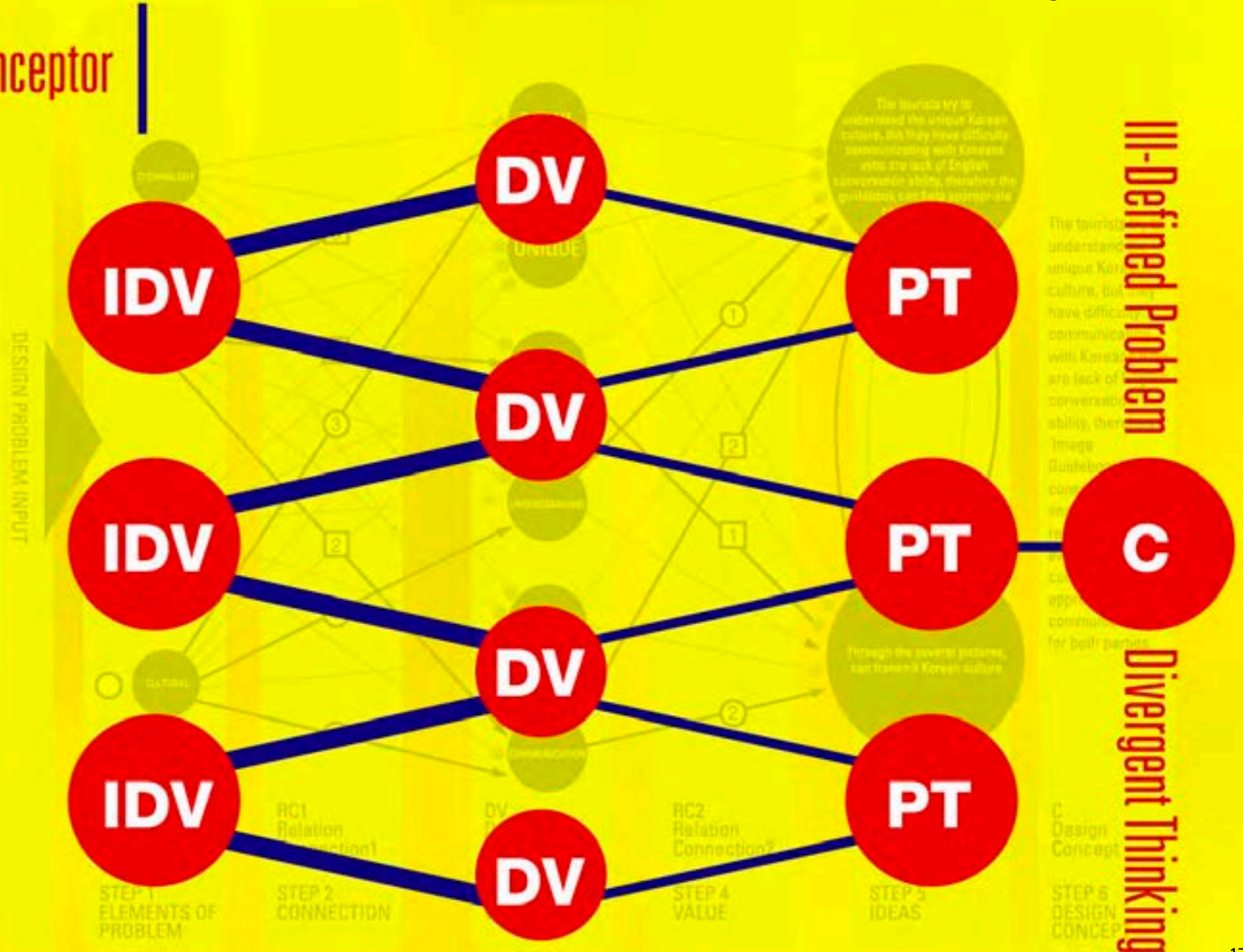
C
Design
Concept
**STEP 6
DESIGN
CONCEPT**

The tourists try to understand the unique Korean culture, but they have difficulty communicating with Koreans who are lack of English conversation ability, therefore the guidebook can help appropriate communication for both parties.

Through the several pictures, can transmit Korean culture.

The tourists try to understand the unique Korean culture, but they have difficulty communicating with Koreans who are lack of English conversation ability, therefore 'Image Guidebook' that consolidate images which represent Korean everyday life and culture can help appropriate communication for both parties.

conceptor



conceptor

DESIGN PROBLEM INPUT



IDV: INTER-DEPENDANT VARIABLES
Elements of Problem

■ Variables that describe the qualified issues of message.

- For example
- Technology Issue of Message
- Cultural Issue of Message
- Social Issue of Message
- Religious Issue of Message
- Educational Issue of Message
- Scientific Issue of Message
- Philosophical Issue of Message
- and more...

STEP 2 CONNECTION

STEP 3 WORDS

STEP 4 VALUE

STEP 5 IDEAS

STEP 6 DESIGN CONCEPT

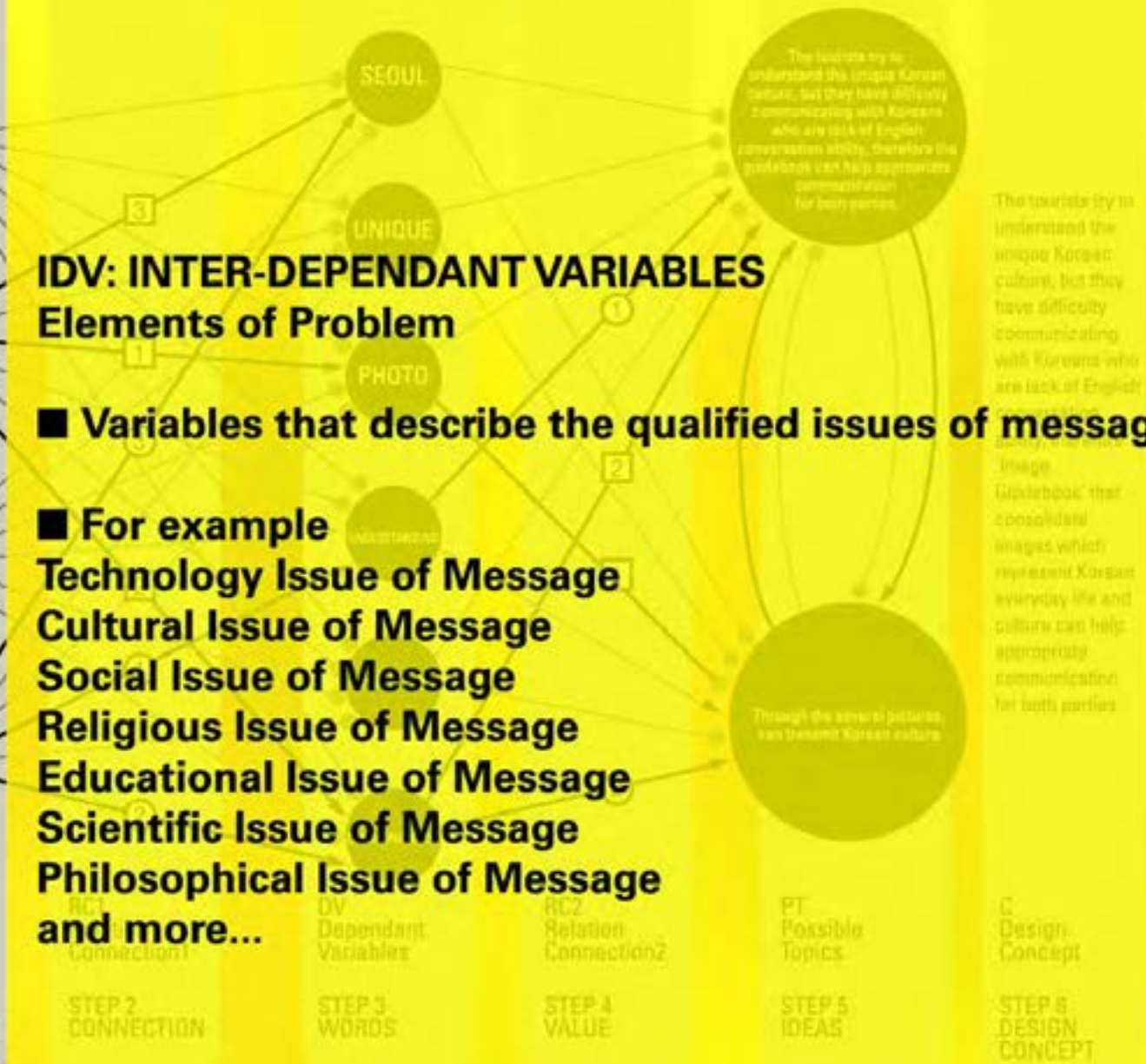
RC1 Relation Connection1

DV Dependant Variables

RC2 Relation Connection2

PT Possible Topics

C Design Concept



The tourists try to understand the unique Korean culture, but they have difficulty communicating with Koreans who are lack of English conversation ability, therefore the professor can help appropriate communication for both parties.

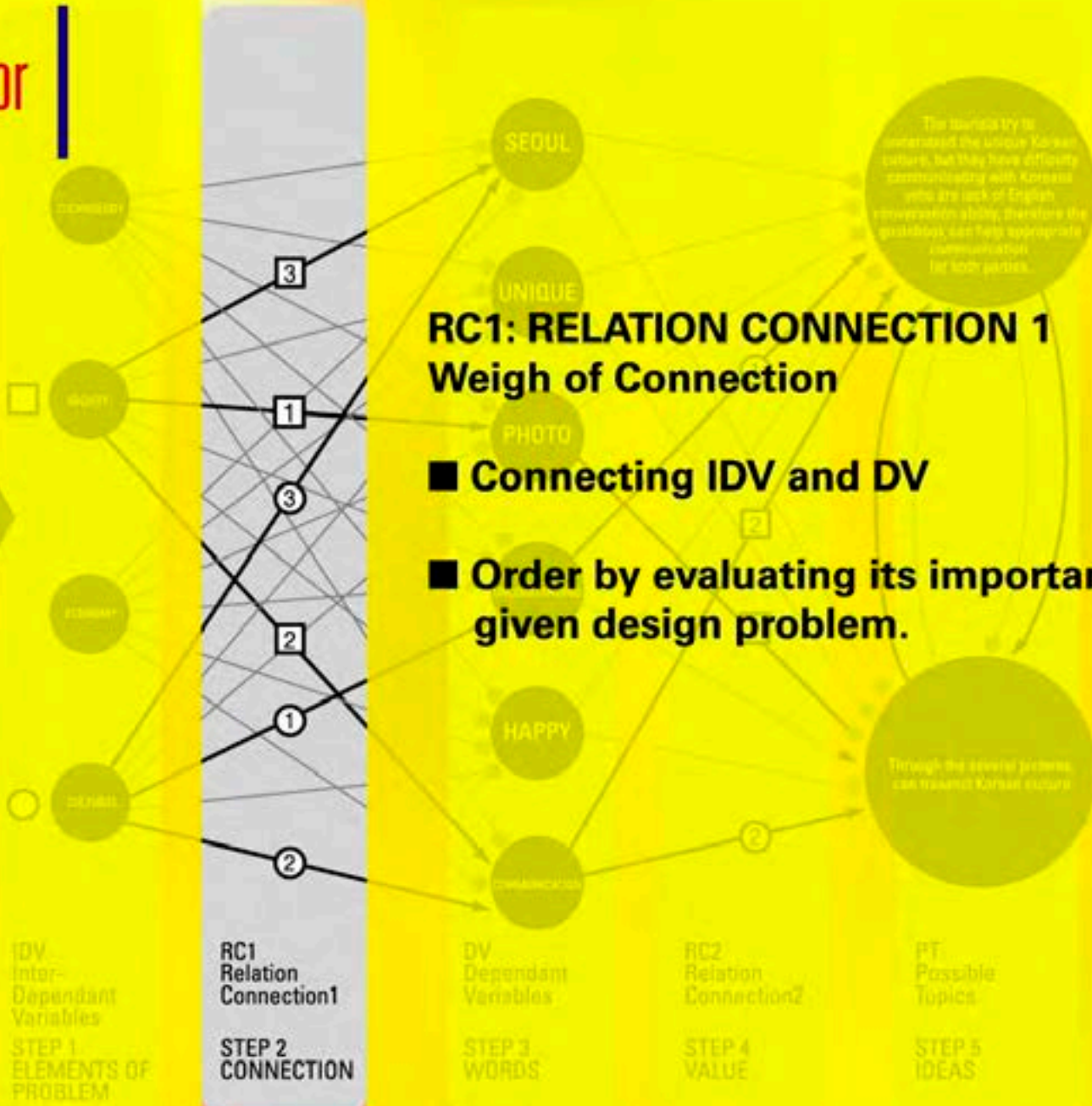
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"Image Guidebook" that consolidate images which represent Korean everyday life and culture can help appropriate communication for both parties.

Through the several pictures, you learned Korean culture.

conceptor

DESIGN PROBLEM INPUT



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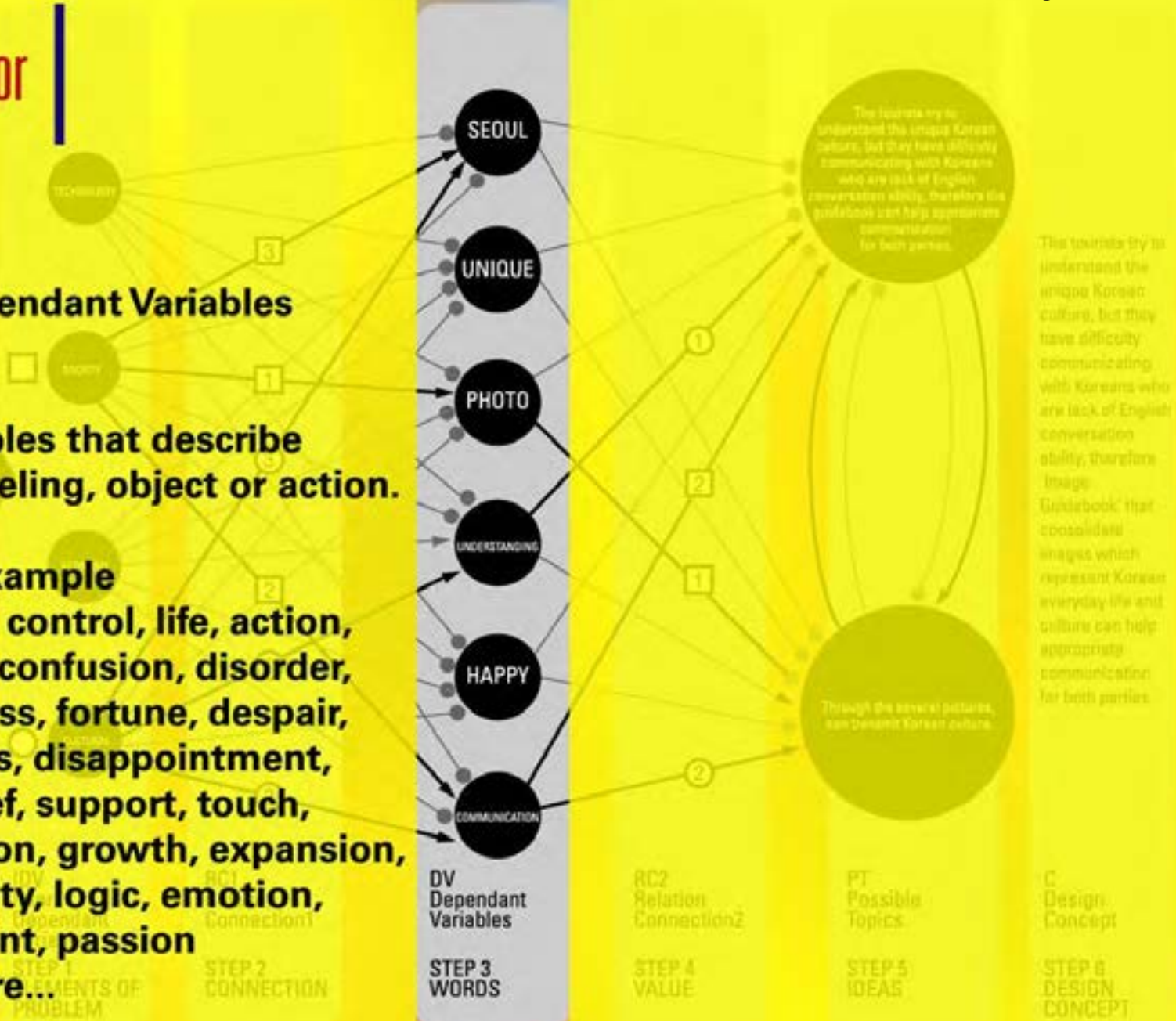
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conceptor

DV: Dependant Variables Words

Variables that describe the feeling, object or action.

For example tension, control, life, action, impact, confusion, disorder, happiness, fortune, despair, hopeless, disappointment, aid, relief, support, touch, revolution, growth, expansion, prosperity, logic, emotion, sentiment, passion and more...

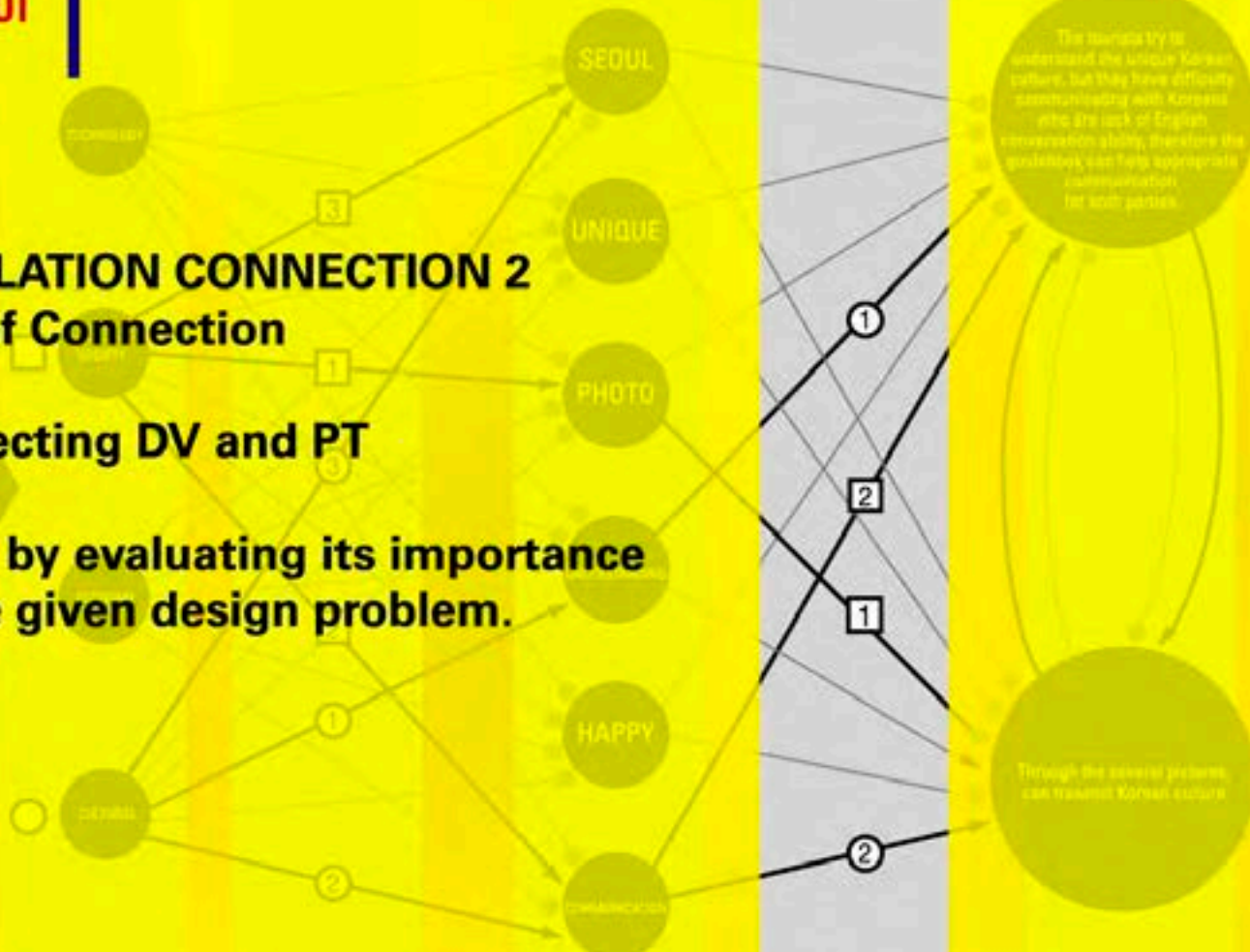


conceptor

RC1: RELATION CONNECTION 2
Weigh of Connection

■ **Connecting DV and PT**

■ **Order by evaluating its importance to the given design problem.**



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Through the several problems can transmit Korean culture

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conceptor

PT: Possible Topics (Ideas)
Ideas

■ Ideas that state the RC1 and RC2

■ Questions

- Does it make people understand better?
- Does it make people participate more?
- Does it make people react?
- Is it a unique idea?

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through the several pictures, can transmit Korean culture.

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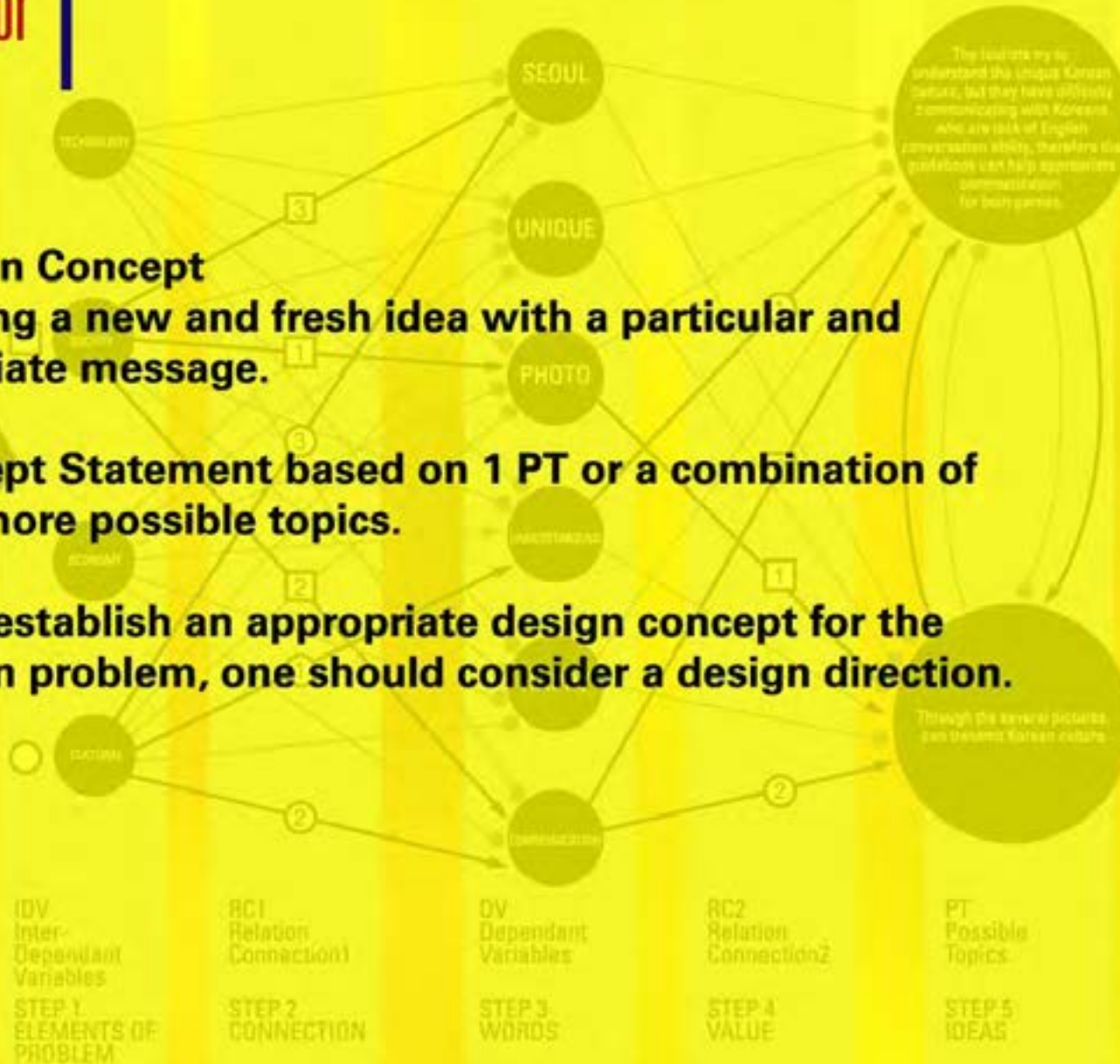
STEP 6
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conceptor

C: Design Concept

Delivering a new and fresh idea with a particular and appropriate message.

- Concept Statement based on 1 PT or a combination of 2 or more possible topics.
- After establish an appropriate design concept for the design problem, one should consider a design direction.



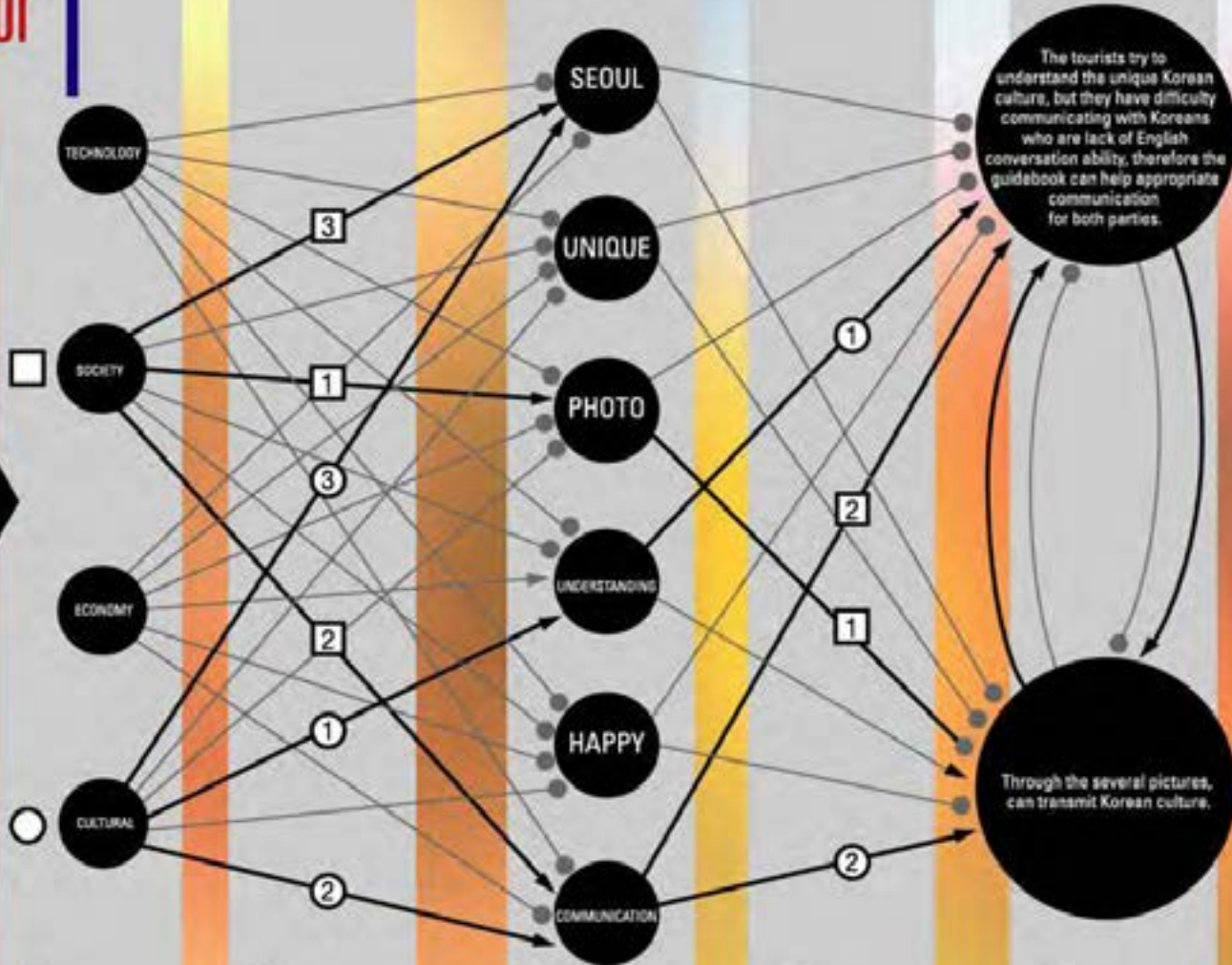
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conceptor



Subject Matter: UCLA Summer Sessions 1994 Poster
 Target: Potential students for the summer sessions

IDV	DV	PT	C
Social Issue	Life	1. The UCLA Summer Sessions is a fun place for the education. 2. The UCLA Summer Sessions is where you can have outstanding educational experience.	UCLA provides a fun educational environment for everyone who is interested in its summer program.
Cultural Issue	Impact		
Educational Issue	Happiness		
Historical Issue	Support		
	Growth		
	Logic		
	Emotion		

conceptor



Subject Matter: Beauty
Target: Contemporary people

IDV

Cultural Issue

Traditional Issue

DV

Comfort

Harmony

Strong

Bright

Growth

PT

1. The Harmony is modern beauty: Architecture

2. The beauty of white space and the traditional patterns.

3. The music and beauty of Korea.

C

Harmonization is about harmony, unity, and peace. Utilizing traditional Korean images, white space, and patterns to manifest traditional value to those who are needed a personal growth.

Design Process

RAW INFORMATION

CONCEPTOR & FORMALIZATION

DESIGN



Design Process is a creative process

Creative process is the **process of change, of development, of evolution**, in the organization of subjective.

Design Process

RAW INFORMATION

CONCEPTOR & FORMALIZATION

DESIGN



Raw Information Sources:

Books, Articles, Magazines, Journals, Interviews, Website, e-mail, Experience, Survey, Statistics and ect.

Low-Strength Record to High-Strength Record

Design Process

RAW INFORMATION



CONCEPTOR & FORMALIZATION



DESIGN



Conceptor Methodology: Helps create a creative design concept

Formalization Methodology: Helps prepare for the design phase.
Concerning Words, Typeface, Typography, Images, Color, Composition,
and Pattern/Texture.

Design Process

RAW INFORMATION

CONCEPTOR & FORMALIZATION

DESIGN



Design Phase:

Creating a form that communicates the intended message, design concept, to the viewers.

Key activities: Hierarchy through Balance and Contrast.

Design Process

RAW INFORMATION

Research
Learn

ANALYSIS

CONCEPTOR & FORMALIZATION

Identify
Define

ANALYSIS

Generate
Select

ANALYSIS

DESIGN

Implement
Evaluate

ANALYSIS

formalization

design aesthetic
design style

Formalization is a method use to express the design concept with visual forms based on the verbal and visual information.

There are two ways to select visual elements: select recognizable or/and unrecognizable visual elements.

These elements are supporting the design concept to manifest the design aesthetic and design style.

Words

Write words based on the design concept.

- Key Words from IDV and DV relations.
- Selected word(s) or/and sentence(s) are used to communicate the message directly to the viewers.
- Explained Comparison or Forced Connection:
Image to Image Relations, Text to Text Relations,
Image to Text Relations, Text to Image Relations.

Typeface

Appropriate typeface to communicate the design concept

- Know the typeface categories and their functions and history.
- Choose a typeface with a large typeface family.
- Do not use more than 2 typeface families.
- Do not choose two typeface family under same typeface category.

Typography

Appropriate look of text formation and voided space.

- Concern readability and legibility
- Concern a rhythm of the typographic structure.
- Concern a style of the typography.
- Concern Micro and Macro Typography

Image

Appropriate Image style for the message

■ There are three different types of image style:

1. Literal
2. Abstract
3. Symbolic

Pattern/Texture

Patterns and Textures are supportive elements to the design.

- Pattern: repeating geometric or/and organic shapes in a consistent spacing.
- Texture: repetitive elements in an inconsistent spacing to create a textile feeling.

Color Awareness

Among adults, what color is free of cultural bias and liked worldwide?

1



2



3



4



Contents from Thome/Guido-Clark Color Consultants

Color Awareness

What are two colors elderly people tend to favor?

1



2



3



4



Contents from Thome/Guido-Clark Color Consultants

Color Awareness

What food color is most popular among adults in Western nations?

1



2



3



4



Contents from Thome/Guido-Clark Color Consultants

Colors are used to communicate, to manipulate perception, to create focus, to motivate actions and alter behaviors, and to create continuity.

Functions of Colors

Color is a VISUAL LANGUAGE

Color IDENTIFIES...

Color MODIFIES THE PERCEPTION OF SPACE

Color GENERATES AN EMOTIONAL RESPONSE

Color ASSOCIATES...

Color SYMBOLIZES...

Color CREATES CONTINUITY

Color ATTRACTS THE EYE

Color SUGGESTS

6 Specific Color Strategies Used in Brand Design

Functions of Colors

Color Strategies

Color IDENTIFIES...

**Color GENERATES AN
EMOTIONAL RESPONSE**

Color ASSOCIATES...

Color SYMBOLIZES...

Color SUGGESTS

- 1. Brand Identification**
- 2. Feature Reinforcement**
- 3. Differentiation**
- 4. Following the Leader**
- 5. Spontaneous Color Ideas**
- 6. Extensive Marketing**

1. Brand Identification

1. a can of Coke

2. Shell Gas Station

3. Asiana Airline

2. Feature Reinforcement

1. a package for cheapest price?

a. white and black

b. silver and gold

2. a package for fabric softner?

a. pale blue

b. bright red

3. Color Differentiation

- 1. a can of Coke vs. Pepsi**
- 2. Shell Gas Station vs. Mobil Gas Station**
- 3. Asiana Airline vs. Korean Airline**

Less Useful Strategies

4. Following the Leader
5. Spontaneous Color Ideas
6. Extensive Marketing

Color Education Methodology of Brand Design

Functions of Colors

- Color IDENTIFIES**
- Color GENERATES AN
EMOTIONAL RESPONSE**
- Color ASSOCIATES**
- Color SYMBOLIZES**
- Color SUGGESTS**

Color Strategies

- 1. Brand Identification**
- 2. Feature Reinforcement**
- 3. Differentiation**
- 4. Following the Leader**
- 5. Spontaneous Color Ideas**
- 6. Extensive Marketing**

Color Education Methodology of Brand Design

Strategies of Color Identity

- 1. Brand Identification**
- 2. Feature Reinforcement**
- 3. Differentiation**

Functions of Color Identity

IDENTIFIES

GENERATES AN EMOTIONAL RESPONSE

ASSOCIATES

SYMBOLIZES

SUGGESTS

Color Strategy Process

RAW INFORMATION



CONCEPT (MESSAGE)



COLOR EXPRORATION
PHASE

FORM



COLOR IMPLEMENTATION
PHASE



Suitability

Student's Design Project Differentiating

Target Board

- Primary Age Group
- Secondary Age Group
- Career
- Life Style
- Brands They Buy
- Brands They Desire
- Brands They Care



Competitors Board

- Primary Age Group
- Secondary Age Group
- Career
- Life Style
- Competitor's Service
- Competitor's Product



Suitability

Student's Design Project Differentiating

Target Board

Strategies of Color Identity

1. Brand Identification
2. Feature Reinforcement
3. Differentiation

Functions of Color Identity

- Identifies
- Emotional Response
- Associates
- Symbolizes
- Suggests



Competitors Board

Strategies of Color Identity

1. Brand Identification
2. Feature Reinforcement
3. Differentiation

Functions of Color Identity

- Identifies
- Emotional Response
- Associates
- Symbolizes
- Suggests

Dominant Color : 1 color

Sub-Dominant Color: 0, 1, or more color

Accent Color: preferred 1 color

direct
instant, hi, clean, cleaner,
nano, active, wear, magic,
new, fresh, 3, white

associate
iris, camel, cactus, sports,
just, soak, tap, always, every,
instant, ever, resolution

CLIN
clean + instant

Student's Design Project



Dominant Color: 1

Sub-Dominant Color: 1

Accent Color: 0

Identity Mark Design

DC SDC



CLIN
NANO UNDERWEAR



Dominant Color: 1

Sub-Dominant Color: 1

Accent Color: 0



Visual Formalization

Dominant Color: 1

Sub-Dominant Color: 2

Accent Color: 2



Cena
Cena Group



Layout Composition

Eye Movements

- Saccadic Movements
- The process of eye movement that the eye stops on a particular part then move to different parts in short jumps.

Focal Points

- Focal Point focuses on the sudden part of the layout.
- Supportive Focal Points are secondary focal point that support the Focal Point.
- Three principles of focal points: 1) Contrast, 2) Isolation, 3) Placement.

Layout Composition

Visual Direction

- Connects focal points in the layout
- Basic visual direction:
 - top to bottom
 - left to right
 - big to small
 - dark to light

Visual Hierarchy

- Change visual emphasis from more emphasis to less.
- Established by size, contrast, position, and proximity.

Layout Composition

Layout Composition Process

Step 1: Decide the balance of layout using Morphologic Factors

Step 2: Decide a Major Focal Point and Minor Focal Points

Step 3: Decide a Calm or Exciting layout using a 'Compositional Bar'

Step 4: 'Visual Hierarchy Bars'

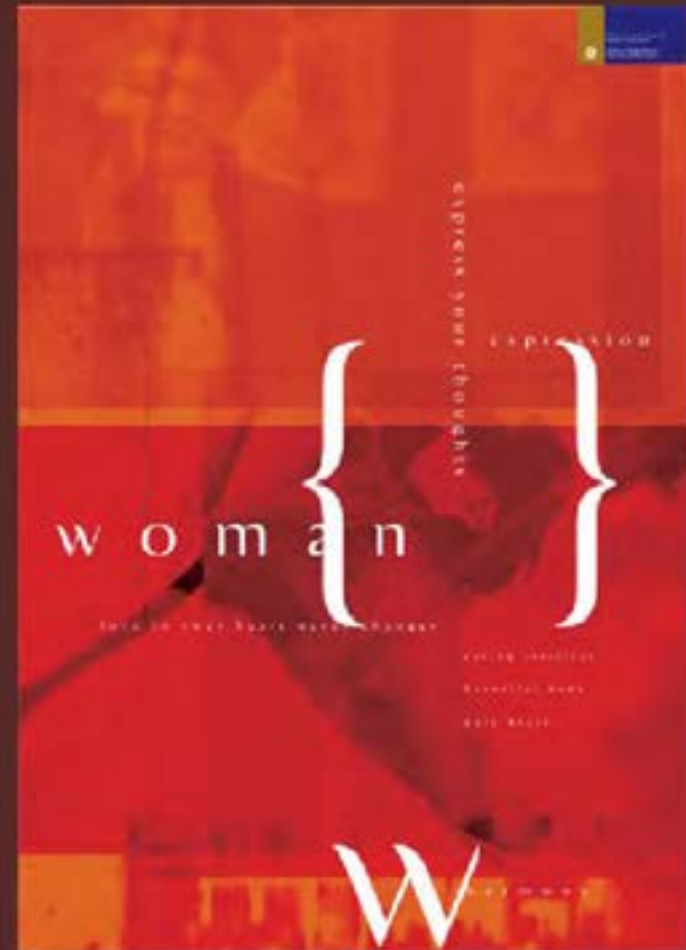
Layout Composition

Morphologic Factors			
Balance		The location of Center	
A	Symmetrical Balance	1	Horizontal
		2	Vertical
B	Asymmetrical Balance	1	Left
		2	Right
		3	Upper
		4	Lower
		5	Upper-Left
		6	Upper-Right
		7	Lower-Left
		8	Lower-Right
C	Radial Balance	1	Center
		2	Off Center
D	Crystallographic Balance	1	Equal
			Distribution



Layout Composition

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Balance		The location of Center	
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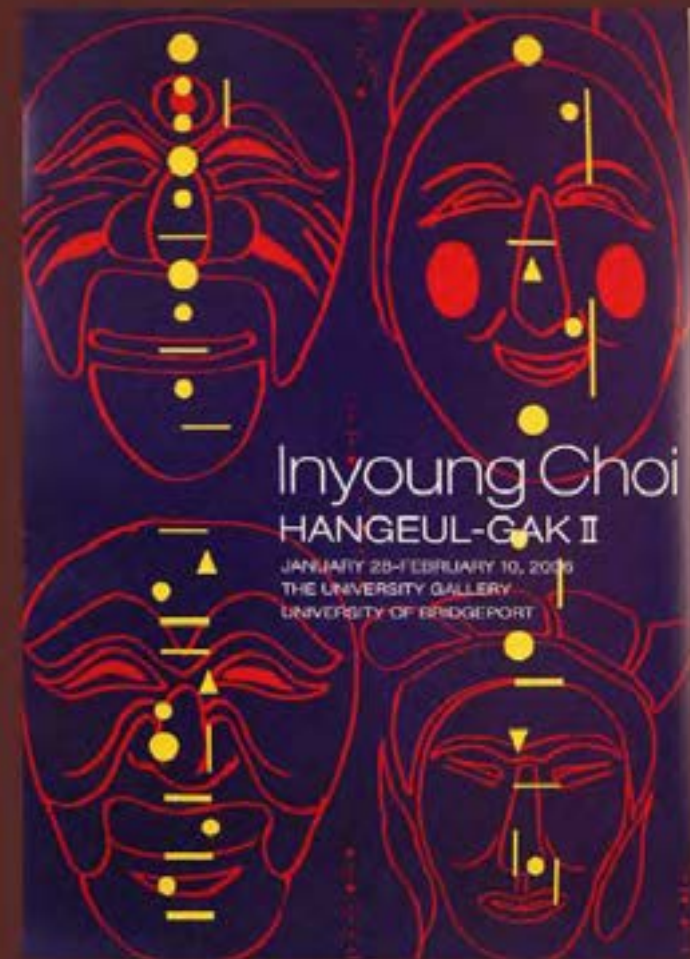
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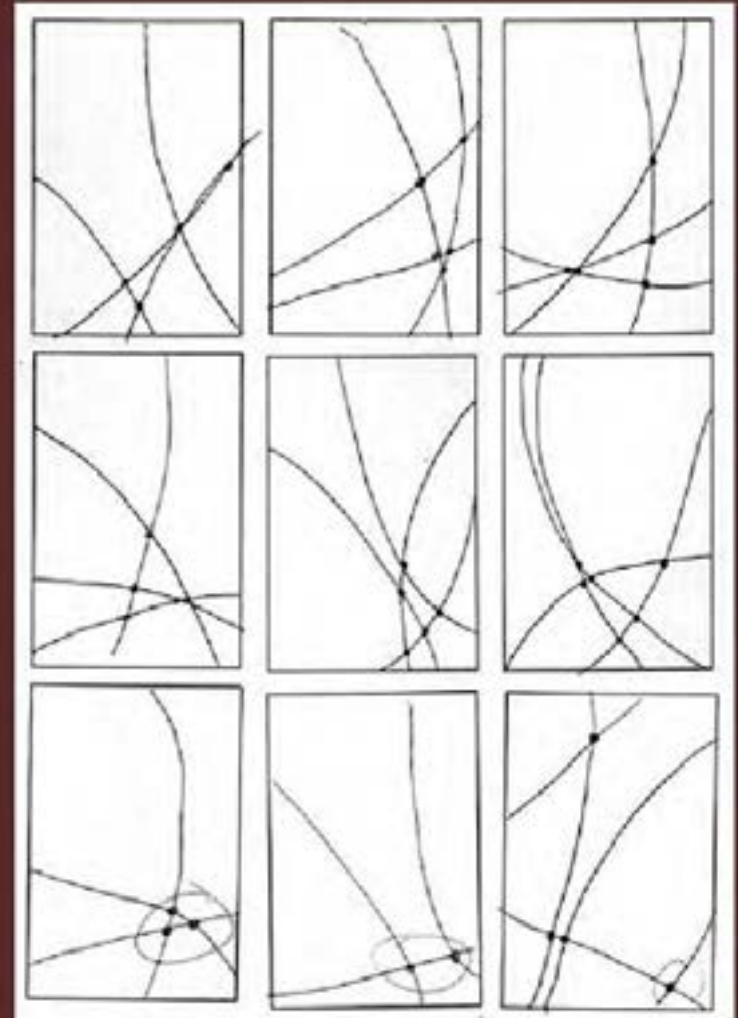
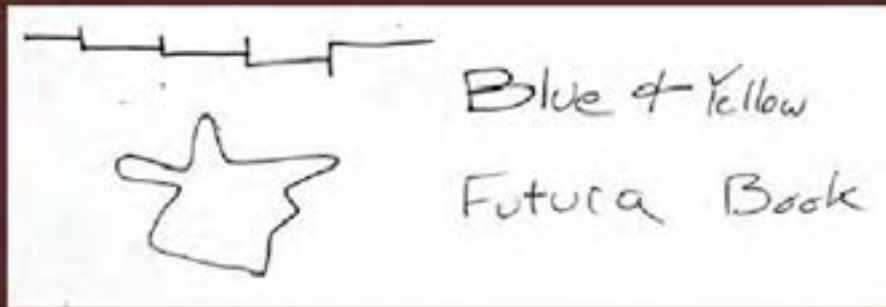


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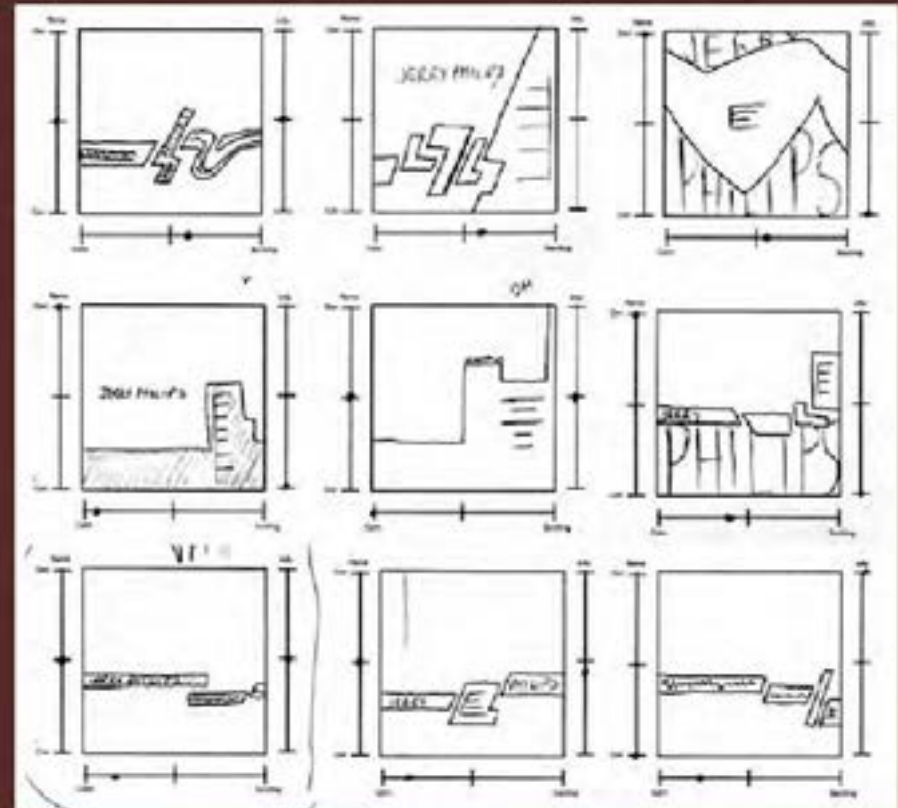
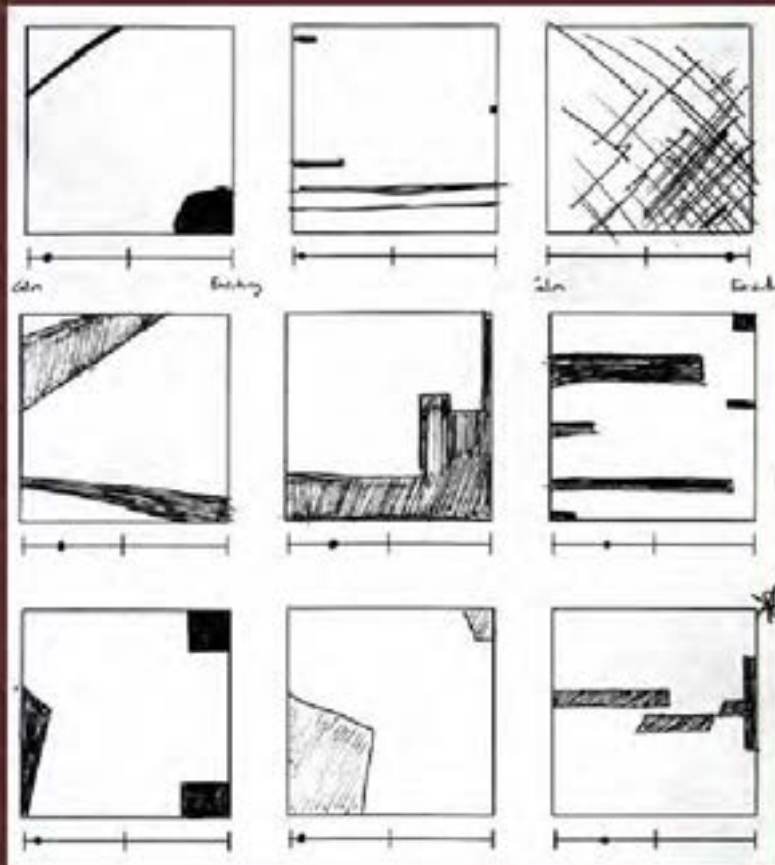
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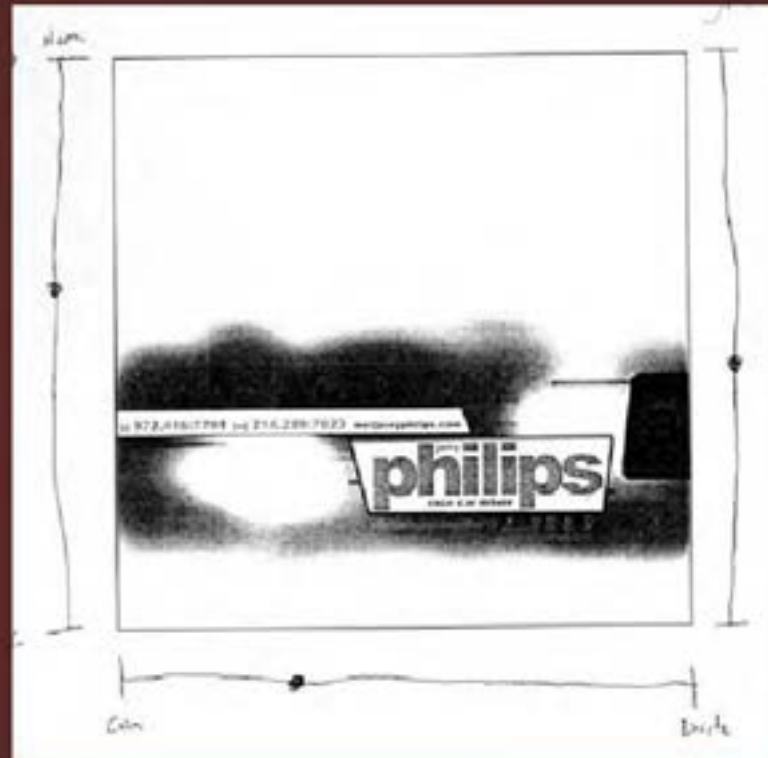
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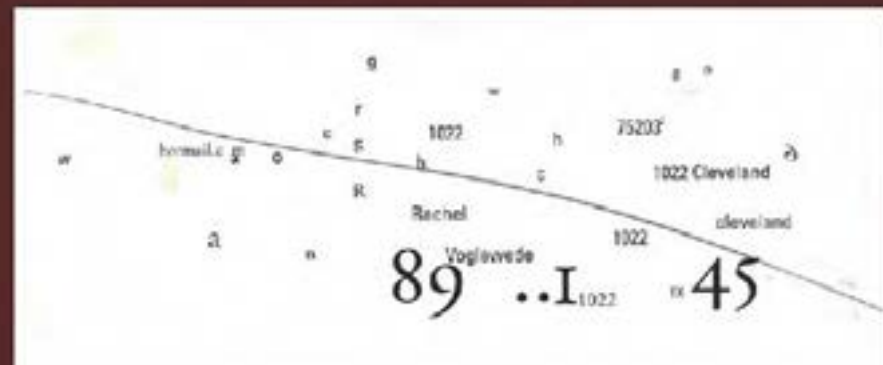
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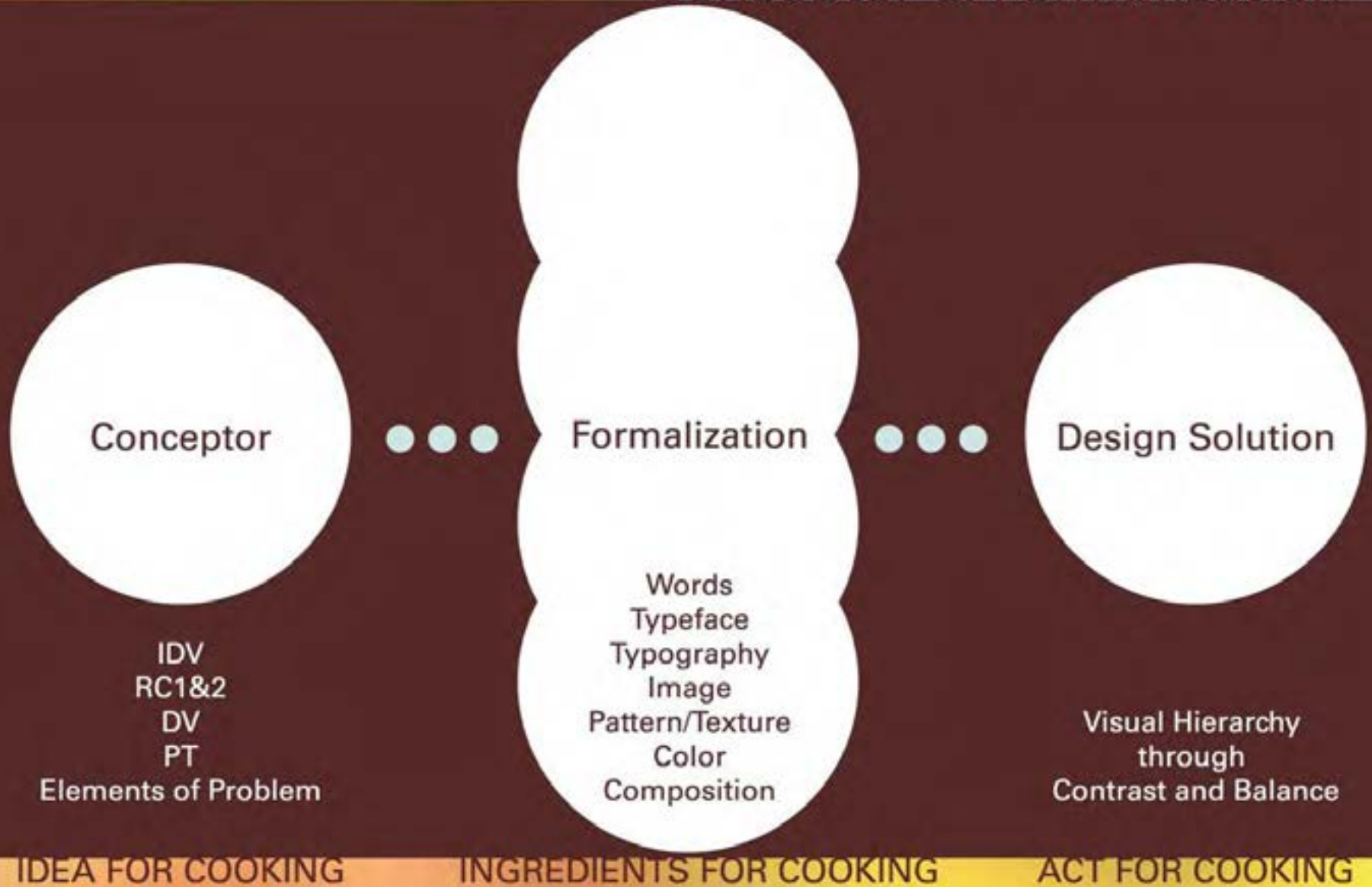
Layout Composition



Layout Composition



Conceptor & Formalization



Design Problem

- Business: Vision Recovery Treatment
- Main Target: Business people
(middle class and upper middle class)
- Business Location: SeoCho-Gu

HANEULAN

Student Works

Step 1. Raw Information



- Research: Websites, Books, Magazines, Newspapers, Journals
- Survey & Statistics
- Marketing Objectives

HANFUIAN

Student Works

Step 2. Conceptor

1. Select appropriate IDVs and DVs
2. Write Possible Topics (Design Ideas)
3. Write a Design Concept



IDV

Social Issue

Cultural Issue

Medical Issue

Business Issue

DV

Health

Comfort

Vision

Dry

Reliable

Busy

Safety

PT

1. Comfortible place to treat eye for busy business people

2. Safe and reliable way to treat vision for health conscious business people

C

A comfortable place where busy business people can relax and treat their eye with safe and reliable professional clinical treatments. They can receive the treatment during their lunch time.



Suitability

Color
Form
Shape
Line
Pattern
Texture
Volume
Direction
Space
Typography



Differentiating

Color
Form
Shape
Line
Pattern
Texture
Volume
Direction
Space
Typography



HANEULAN

Step 3. Formalization

Student Works



Words

Brand Name: Haneulan

Tag Line: Comforting Space for Your Eye and Mind

Typeface

Typography

Images

Patterns/Textures

Color

Composition

HANFULAN

Step 4. Design Application

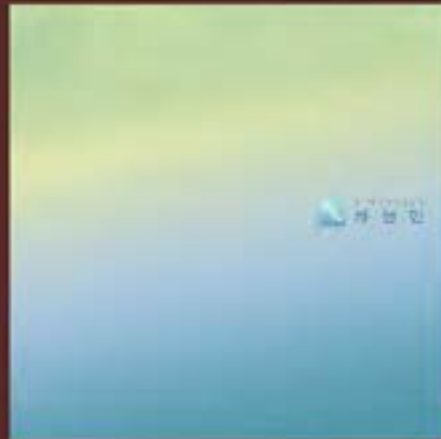
Student Works



HANEULAN

Design Solutions

Student Works



HANEULAN

Design Solutions

Student Works



HANEULAN

Design Solutions

Student Works



HANEULAN

Design Solutions

Student Works



REFRESH

A solution for EYES and MIND

REFRESH is a natural eye drop solution that helps soothe and refresh your eyes. It is made from natural ingredients and is safe for use.



SOTI

A solution for EYES and MIND

SOTI is a natural eye drop solution that helps soothe and refresh your eyes. It is made from natural ingredients and is safe for use.



CLEAR

A solution for EYES and MIND

CLEAR is a natural eye drop solution that helps soothe and refresh your eyes. It is made from natural ingredients and is safe for use.



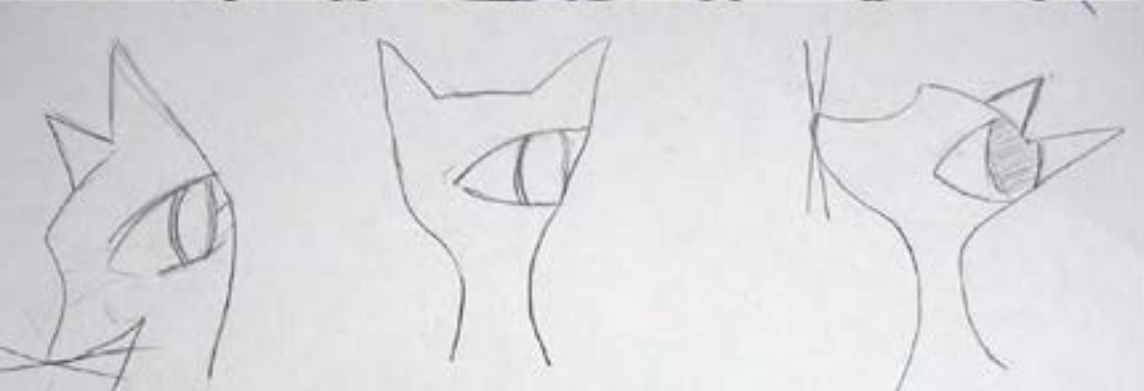
COOL

A solution for EYES and MIND

COOL is a natural eye drop solution that helps soothe and refresh your eyes. It is made from natural ingredients and is safe for use.



More Student Works







Handwritten notes: "sh", "JDJ", "Jy/ABE"

ABEO
STYLING TARGET

abeo

ABEO
THE ONLY PLACE

abeo
abeo



ABEO



abeo



abeo



abeo

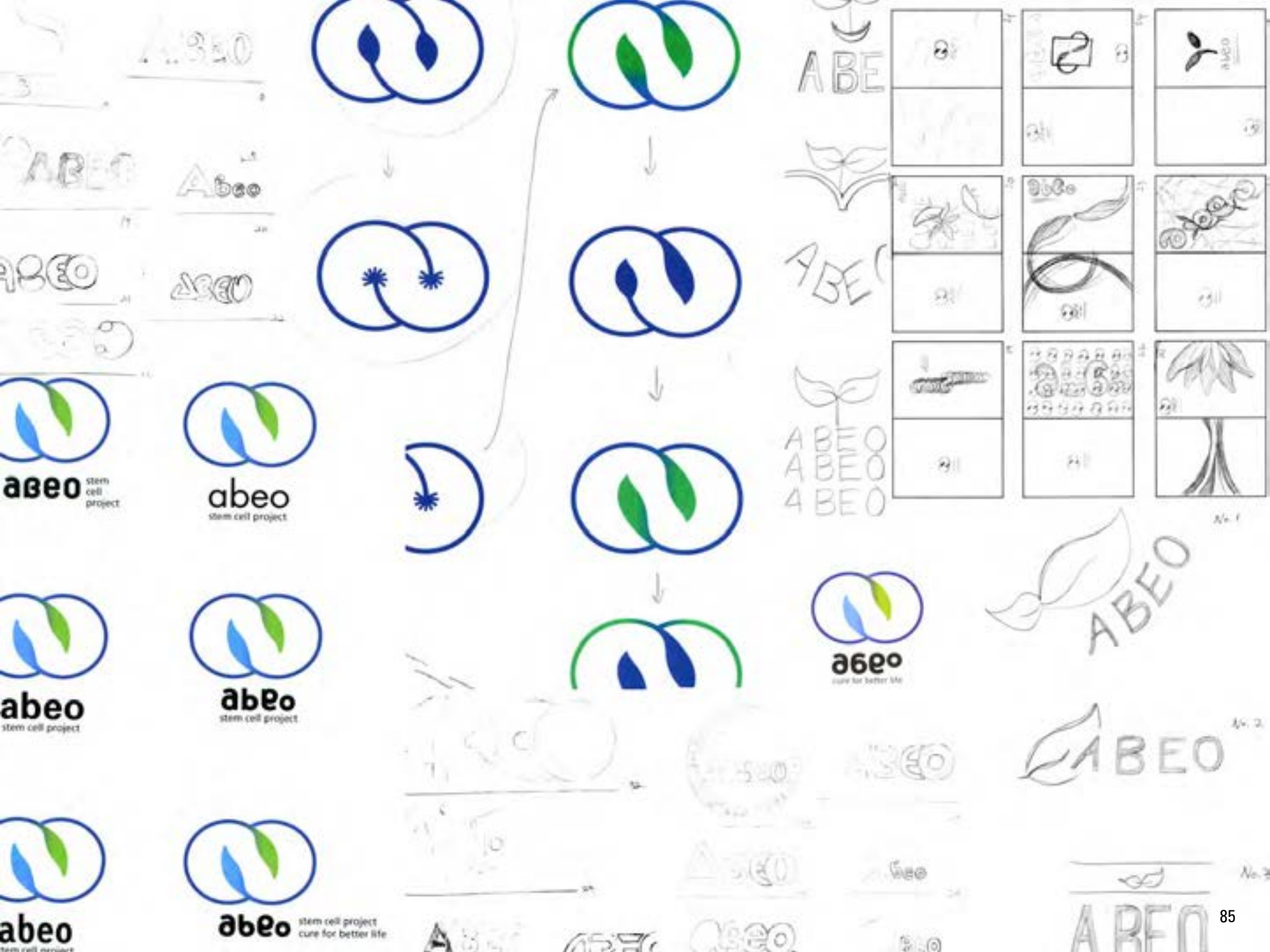


ABEO



ABEO





abeo stem cell project

abeo stem cell project

abeo stem cell project

abeo stem cell project

abeo stem cell project

abeo stem cell project
cure for better life

abeo
cure for better life

No. 1

No. 2

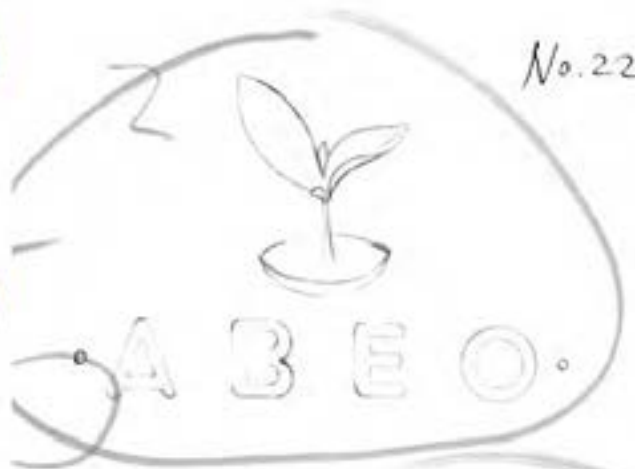
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N



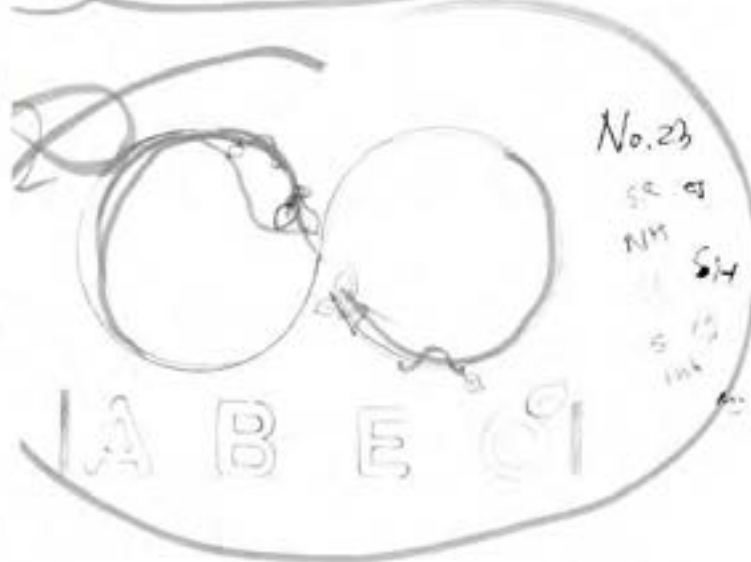
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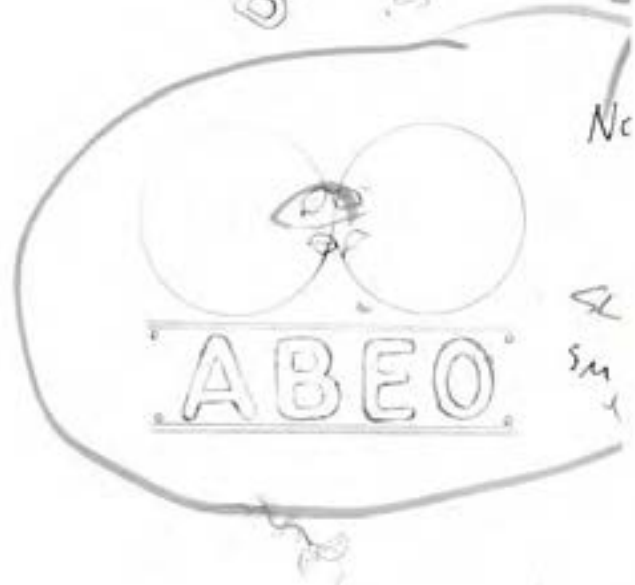
Nc



No.23



SC 4
NH
S 4
S 12
14



SM




No.24



HR









Stem Cell Research for Children

Stem production



The embryo develops from a single cell, the zygote, which divides and differentiates into the various cell types that make up the body. The stem cells are the cells that can divide and differentiate into all the other cell types of the body.

What is a stem cell?



Stem cells are the cells that can divide and differentiate into all the other cell types of the body. They are found in all tissues and organs of the body and are responsible for the production and maintenance of all the other cell types.



Stem cell campaign of the world

aebersold
Center for Children's Health

unboxing *U.C.*
stylelab

morning

stylelab
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METROSEXUAL TREND CODE



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하늘



바다



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초원



HVELLAN
하늘안



하늘안



하늘안



하늘안



HVELLAN
하늘안





언락
UNLOCK

언락
UNLOCK

Health Food in Take Out

Take-outs based on food
* Customized Size





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www.clubmenazum.it

CLIN



PANTONE 695 C

PANTONE 691 C

PANTONE 694 C

PANTONE 105 C

PANTONE 1000 Black C

OPTION



Problem:

Street Life in Daegu

Explanation:

Streets are made by people, for people and cars.

We walk or/and drive on streets.

We unconsciously influenced by the street environments.

These street environments are unique that they create

Division [living, territory, and users]

Culture [buildings, colors, signs, and public structure] and

Localization [unique communication].

Problem Solving:

What is unique about the streets of Daegu

Process:

1. Form small teams: 3-5
2. Utilizing Conceptor Methodology to create your team's concept
3. Walk on the near by streets and take photos to express your team's concept
4. Pick an image and download selected image
5. Power point preparation: add your concept statement with an image
6. I will organize slides
7. Show self-guided slide show
8. I will upload the collaborated final project

Design Scientist

End of

Part 1. Conceptor & Visual Formalization

Break Time: 20 minutes

Prof. Albert Young Choi, Ph.D.
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COLLEGE OF DESIGN, HANYANG UNIVERSITY
AYCHOI@HANYANG.AC.KR