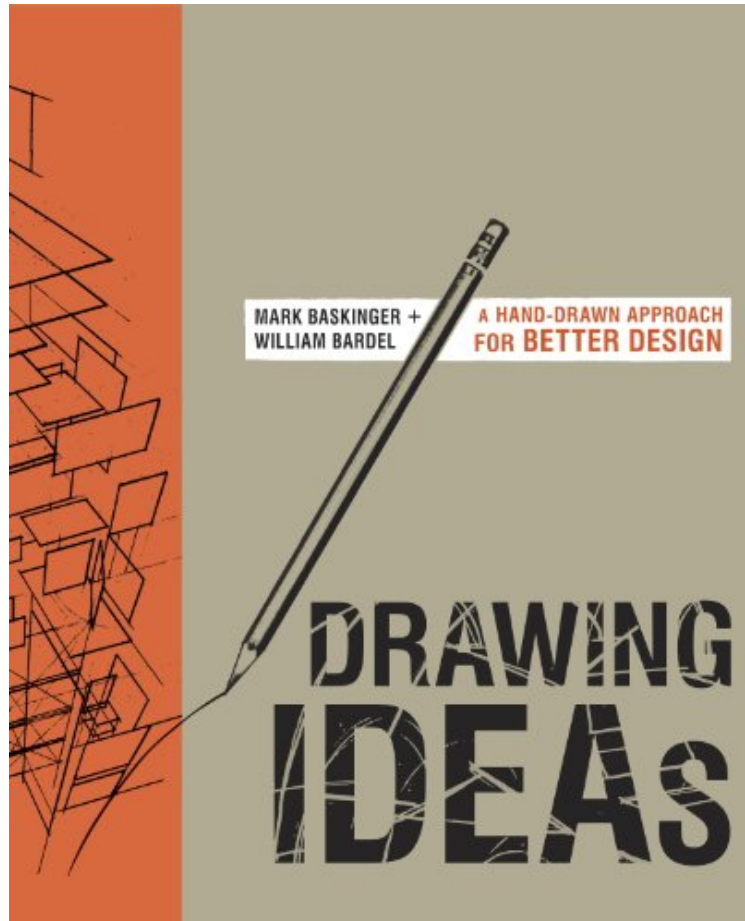


Drawing Ideas: A Hand-Drawn Approach for Better Design

Mark Baskinger, William Bardel

*ePub | *DOC | audiobook | ebooks | Download PDF*



[Download](#)

[Read Online](#)

#198561 in eBooks 2013-11-19 2013-11-19 File Name: B00D0OR70E | File size: 45.Mb

Mark Baskinger, William Bardel : Drawing Ideas: A Hand-Drawn Approach for Better Design before purchasing it in order to gauge whether or not it would be worth my time, and all praised Drawing Ideas: A Hand-Drawn Approach for Better Design:

15 of 16 people found the following review helpful. Capture and communicate concepts quicklyBy Brian SaarWish I had bought more books like this instead of going to design school.The hundreds of drawings and sketches are worth it alone but the writing is also excellent and not fluffy. The focus is on the understanding your goals, following the process, and getting the mindset of creating sketches quickly to communicate rough ideas for further refinement. The book is loaded with great perspectives and tips on how to capture your ideas.Its great for people with no experience sketching but great for people who have been sketching for a while.This one is one of my favorites out of all the design books I've bought.0 of 0 people found the following review helpful. Great content. Love the read and illustrations provide great ...By Vicki BGreat content. Love the read and illustrations provide great perspective. But the binding was already coming unglued after page 100. But maybe the book isn't meant to be opened flat on a table.70 of 72 people found the following review helpful. Not about 'how to draw' . . .By JayArrI have a fairly strong

art library; I live in a rural area and have to teach myself. This book is a great addition to anyone who is interested in communicating visually. Rather than focusing on HOW to draw, the primary focus of this book is (implicitly) WHY to draw. It does not give ideas on what to draw (which is at least suggested by its title). Instead, it is concerned with HOW to communicate your ideas visually, effectively, and efficiently. If you're looking for HOW to draw in an extremely effective way, try Robertson's and Bertling's "How to Draw: drawing and sketching objects and environments from your imagination." Between it and "Rapid Viz", you have the two best "how to draw" books I've found in the last ten years - and they're both available from . "Drawing Ideas" is the perfect companion volume to these two books; in my opinion, this triad - Drawing Ideas, Rapid Viz, and How to Draw - make up a complete art library. All that's left is paper, pencil, and practice . . . good sketching to you!

A primer for design professionals across all disciplines that helps them create compelling and original concept designs by hand--as opposed to on the computer--in order to foster collaboration and win clients. In today's design world, technology for expressing ideas is pervasive; CAD models and renderings created with computer software provide an easy option for creating highly rendered pieces. However, the accessibility of this technology means that fewer designers know how to draw by hand, express their ideas spontaneously, and brainstorm effectively. In a unique board binding that mimics a sketchbook, Drawing Ideas provides a complete foundation in the techniques and methods for effectively communicating to an audience through clear and persuasive drawings.

About the Author MARK BASKINGER is an associate professor in the School of Design at Carnegie Mellon University. Collaborating with organizations both on campus and beyond, he explores new paradigms for interactive objects, interpretive environments, and experience-driven product development. His work has won design awards from ID Magazine and the Industrial Designers Society of America, has been featured widely in design publications, and has been exhibited in museum exhibitions including the Museum of Modern Art. WILLIAM BARDEL principal and owner of Luminant Design, which specializes in information design and wayfinding. He has worked as a wayfinding designer at Mijksenaar Arup Wayfinding, as a designer at Joel Katz Design Associates, Concrete Media, and the Metropolitan Museum of Art, and as an information designer at Resort Technology Partners. Excerpt. copy; Reprinted by permission. All rights reserved. The best sketches visualize ideas through good, compelling form; without substance, the form is empty; and without form, the substance has no voice. Sketches need to transfer information and interpret complex information into definable chunks or messages. How they are visualized depends as much on personal aesthetics as on experience. The rule of thumb is to develop sketches in a straightforward manner while allowing them to be expressive. A few years ago, a Carnegie Mellon design student named Anna Carey coined the term "fresh" in the context of a first-year drawing class. Her insightful, pithy term seemed to sum up the qualities of good sketches the class was describing: fresh and gestural. Freshness or crisp qualities to strokes, so that they look like they are held in tension, make sketches appear more kinetic. Letting gesture influence mark-making by purposefully missing outlines and overdrawing in key areas adds another quality. Said another way, good sketches are accurate and precise in structure and message but rough in an expressive way. This approach allows some flexibility in the reading of the sketch and takes the formality and rigid qualities away to make the drawing more visually accessible. Keeping "fresh" in mind may help to ensure that a sketch reads clearly as a sketch and is not misinterpreted as a final drawing or concrete idea.