Inspiration

A graphic design process

● goals → requirements/constraints → inspiration → concepting → feedback → iteration/prototyping → reflection ■

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All new ideas are built from existing ideas.

(There is no truly original idea.)

Like every step of the design process, inspiration is tied to your goals.

Inspiration

Inspiration is <u>a collection of saved projects</u> you can refer to as you design → with goals that are similar to your project.

Don't use one piece of inspiration in its entirety. (i.e. plagiarism)

Instead: remix parts from multiple pieces, building <u>a unique combination</u> that's specific to <u>this project's</u> goals.

Inspiration is *active* — collecting building blocks to design with.

Not "waiting for inspiration to strike".

Inspiration

"Creativity is just connecting things." — Steve Jobs

"Eventually everything connects — people, ideas, objects… the quality of the connections is the key to quality…." — Charles Eames

"All learning is understanding relationships." — Unknown