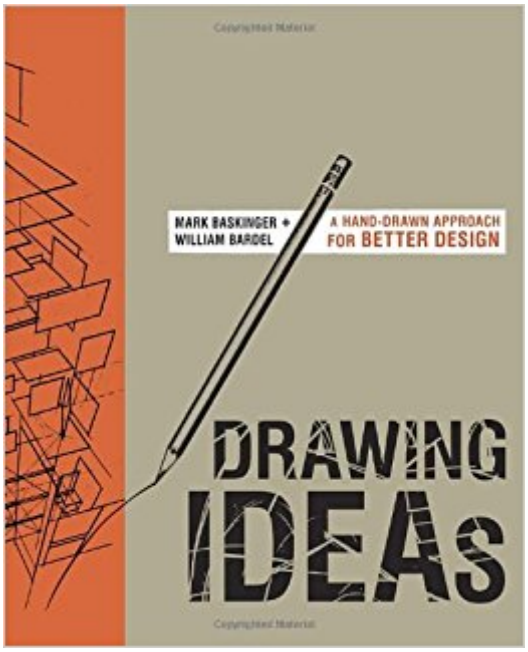
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Drawing Ideas: A Hand-Drawn Approach For Better Design



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Synopsis

An intensive how-to primer for design professionals for creating compelling and original concept designs through drawing by hand.Award-winning designers and workshop leaders Mark Baskinger and William Bardel bring us this thorough course in drawing to create better graphic layouts, diagrams, human forms, products, systems, and more. Ã Â Their drawing bootcamp provides essential instruction on thinking, reasoning, and visually exploring concepts to create compelling products, communications, and services.In a unique board binding that mimics a sketchbook,Ã Â Drawing IdeasÃ Â provides a complete foundation in the techniques and methods for effectively communicating to clients and audiences through clear and persuasive drawings.

Book Information

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Customer Reviews

MARK BASKINGER is an associate professor in the School of Design at Carnegie Mellon University. Ã Â 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.Ã Â 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.

The best sketches visualize ideas through good, compelling form; without substance, the form is emptyÃ¢â ¬â •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 Ã¢â ¬Å“freshtureÃ¢â ¬Â• 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 describingÃ¢â ¬â •fresh and gestural.Ã Â FreshnessÃ Â or crisp qualities to strokes, so that they look like they are held in tension, make sketches appear more kinetic. LettingÃ Â gestureÃ Â 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 Ã¢â ¬Å“freshtureÃ¢â ¬Â• 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.

Wish 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.

I 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!

This is a great book for beginners and experienced sketchers alike. It is beautifully designed, and it will show you exactly why sketching is a skill, and not a talent you have to be born with. It will teach you how to communicate effectively by sketching. Ideal for design students and people who have a general interest in drawing for getting ideas across.

I found this book in a Barnes and Noble and couldn't forget about it. It has a lot of information within these pages, everything from line form, product sketches, human figures and even on how to DIY your own sketch book. One of my favorites that I will definitely be keeping.

It was good. book cover should be light weight paper. Paper selection may be better with finer grain for better details. Message was goodenough in terms of faculties view point. More finished version of each topic would make this book better. Illustrations are well chosen butmay add more selection with balanced regions in the world. Please pursue and explore.

This is a new way to practice an old art. Designers and artists may find this a novel method to hone skills. Those who have perfected their personal style may not find much helpful. Certainly worth a place on the designer's bookshelf.

This is an excellent guide for anyone. The basics are easy to understand. I believe that if you have good fundamental skills you can draw anything and this book offers it all.

Use it, read it and practice what's in this book and you will be great at drawing and the way you look at things will change.

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