think bigger

" Always design a thing by considering it in its next larger context —
a chair in a room, a room in a house, a house in an environment,
an environment in a city plan." — Eliel Saarinen

Some people consider design as making things visually pleasing, but the ultimate goal of design is solving problems.

Identifying and defining the core problem is one of the most important, and quite often, most forgotten components in the design process. We tend to solve what is in front of us and ignore certain aspects that may be more important, ie. the purpose or intended function of what we are designing. Before starting the design process, take a step back and look at what you are working on and identify what you want to achieve.

Always keep the ultimate goal in mind. It is easy to be trapped by the narrowness of our own thinking and forget that there is a reason behind everything we do. It is easy to say we are designing a poster and "making it look good", but why are we making this poster? For example, it may be to raise public awareness for a campaign. Keep this in mind as you begin — and throughout — the design process. Utilize visual elements and messaging that will attract the target audience, ensuring that the information is structured in a manner that can be interpreted and processed efficiently by the intended audience.

Even though we do not always get to control the whole process of solving the ultimate problem, we should always keep in mind that there is a shared goal that we can achieve together. There are other parts within the process that we have to keep in mind. In order to communicate a cohesive message and achieve such a goal, we must collaborate.

In order to solve the ultimate problem, we have to think of the bigger picture. Identify the problem, keep it in mind as you work through the process, and work with the other components of the plan. Thinking bigger than what is in front of us will help us achieve our final goal.

THINK BIG GER

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a little birdie told me