AFTER THE BRIEF:

A Field Guide to Design Inspiration

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- 1. Defining Inspiration
- 2. Finding Inspiration
- 3. Maintaining Inspiration

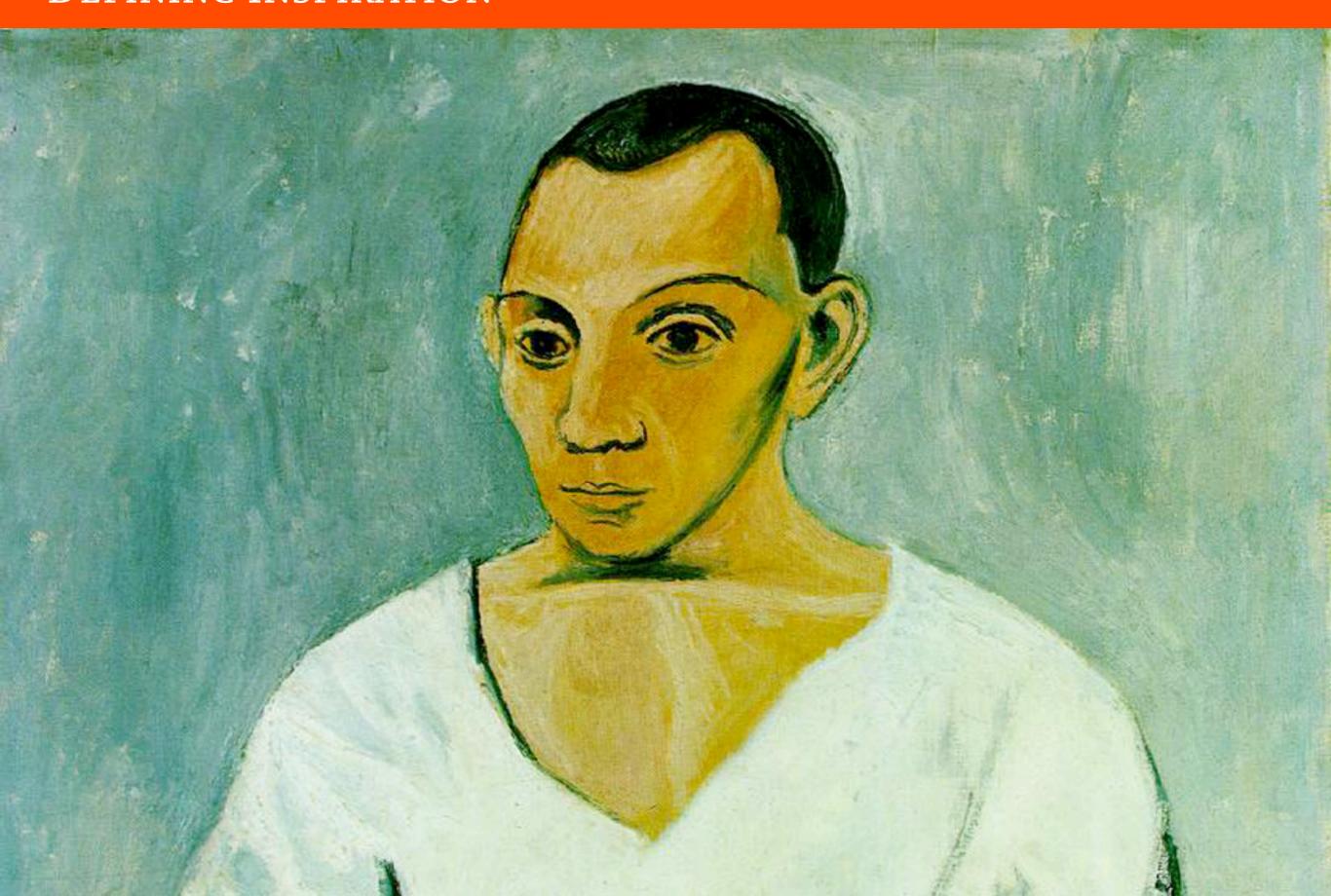
AFTER THE BRIEF:

1. Defining Inspiration

Inspiration Vs. Influence

The Sum of Your Experiences

DEFINING INSPIRATION

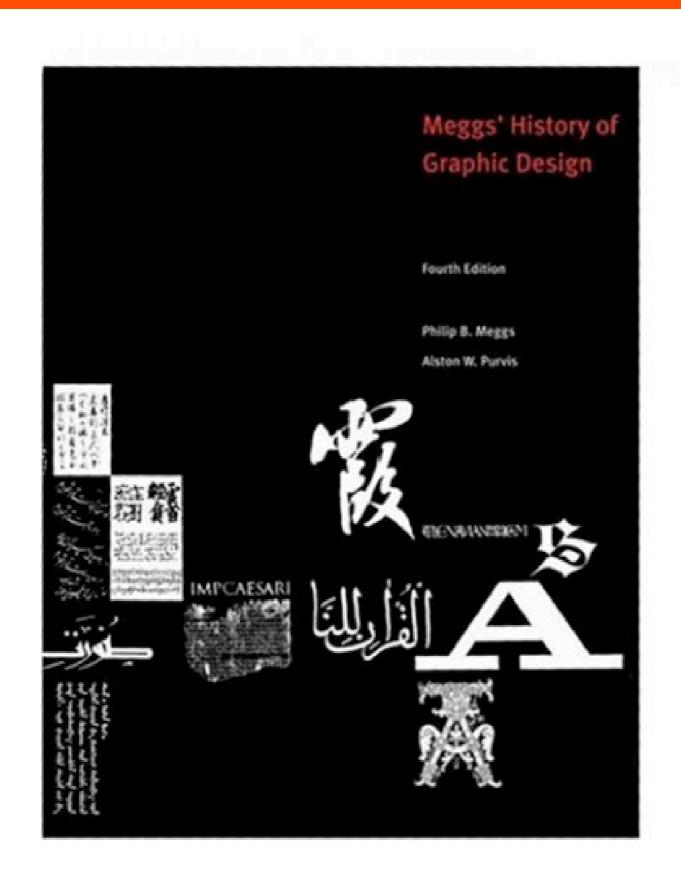


AFTER THE BRIEF:

2. Finding Inspiration

History

A History of Graphic Design



After a decade the first edition Design was her landmark by th Publishers, whi award for publi after fifteen yer graphic design. Third Edition in images and ne including alpha graphics, and which has imp porary design its approximat text, and interreveals a sage breakthrough design innova

Graphic desig each culture a and in this acr panorama of p including:

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- . The Arts (
- Victorian · Modern A
- . Visual Ide • Postmod
- . The Com

A History of I as a seminal surpasses in content, des previous edit professionals works with c design. This is an invalua turn to agair

- 46. E. McKnight Kauffer, Dusly Herald poster, 1918.
- 47. A.M. Cassandre, L'Intrensigness poster, 1925.
- 48. A.M. Cassandre, "L'Atlantique" poster,
- 49. Austin Cooper, London Electric Railway poster, 1924.
- 50. Austin Cooper, London Electric Railway
- 51. Knemir Malevich, Suprematie.
- Red Wedge poster, 1919.



- 52. El Linnitzky, Beat the Whiter with the











- 56. Theo van Doesburg, cover for Grundbegriffe der Neuen Gestaltenden
- 57. Joost Schmidt, Bauhaus exhibition poster, 1923.
- 58. Herbert Bayer, Kandinsky exhibition poster, 1926.
- 59. Jan Tschichold, Die Hose film poster,



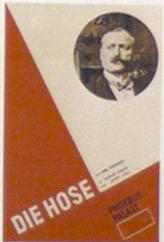
54. Georgy and Vladimir Stenberg, film

55. Eart van der Leck, Batavier-Line poster,

pater, undated.









DAILY HERALD





22-65. Herb Lubalin (designer) and Bert. Stern (photographer), cover for Eros, 1962. The grid of images formed by strips of photographic transparencies is violated by one that shifts upward to align with the logo and bendline.

22-66. Herb Lubalin (designer) and Bert Stern (photographer), pages from Eros, 1962. An expansive vitality is created by enlarging a transparency that had been crossed out with a marker by its subject, Marilyn

Monroe. A totem of images from the same

shooting session balances it on the opposite

22-67. Herb Lubalin (designer) and Etienne Delessert (illustrator), pages from Fact, 1967. The "illustration" for this article is symbolic restatement of the headline.

Why I Am [For] [Apriled] Partegraphy



Garde, a lavishly visual periodical that published visual essays, fiction, and reportage. Born amidst the social upheavals of civil rights, women's liberation, sexual freedom, and antiwar protest, this magazine became one of Lubalin's most innovative achievements. His layouts have a strong underlying geometric structure, but this is not the classical geometry of the Basel and Zurich designers; it is the exuberant and optimistic order of the expansive American character, unencumbered by a sense of tradition or any thought of limitations that cannot be overcome (Fig. 22-68). The logotype for Asant Garde, composed of tightly integrated capital ligatures, was developed into a family of typefaces bearing the same name (Fig. 22-69)

By 1970, typeface design began to occupy more of Lubalin's time (Fig. 22-70). Lubalin saw the designer's task as projecting a message from a surface using three interdependent means of expression: photography, illustration, and letterforms. As time passed, his love for letterforms and the satisfaction he drew from working with them grew. Although photography and, more recently, illustration have been

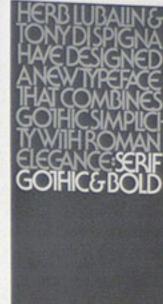




in this spirit that the TATE A. FYR J. (T Recorder

Lettering and Society

Education and Training in Letterforms



22-68. Herb Lubalin, advertisement for Aront Garde's antiwar poster competition, 1967. Unity and impact, rarely achieved in purely typographic design, result from complex information being compressed into a rectangle, thereby surrounding the bright blue headline with the typographic power of brass knuckles.

22.68. Heeb Lubalin (designer) and Pable Picasso (lithographer), title page for Arant Garde, 1969. The Avant Garde logo becomes a typeface filled with extraordinary ligatures in this heading for a special issue devoted to Picasso's erotic lithographs.

22-70. Herb Lubalin and Tony DiSpigna. Serif Gothic and Bold typestyle, 1972;

Despite the name, a hint of serifs appears on this somewhat rotund, geometrically constructed style. Alternate characters and capital ligatures allow spatial maneuvering and compression.

22-71. Herb Lubalin, cover for Uddr. 1974. Fifty-nine typographic units, seven illustrations, and sixteen rules-a total of eighty-two separate elements-are integrated into an information-filled page.

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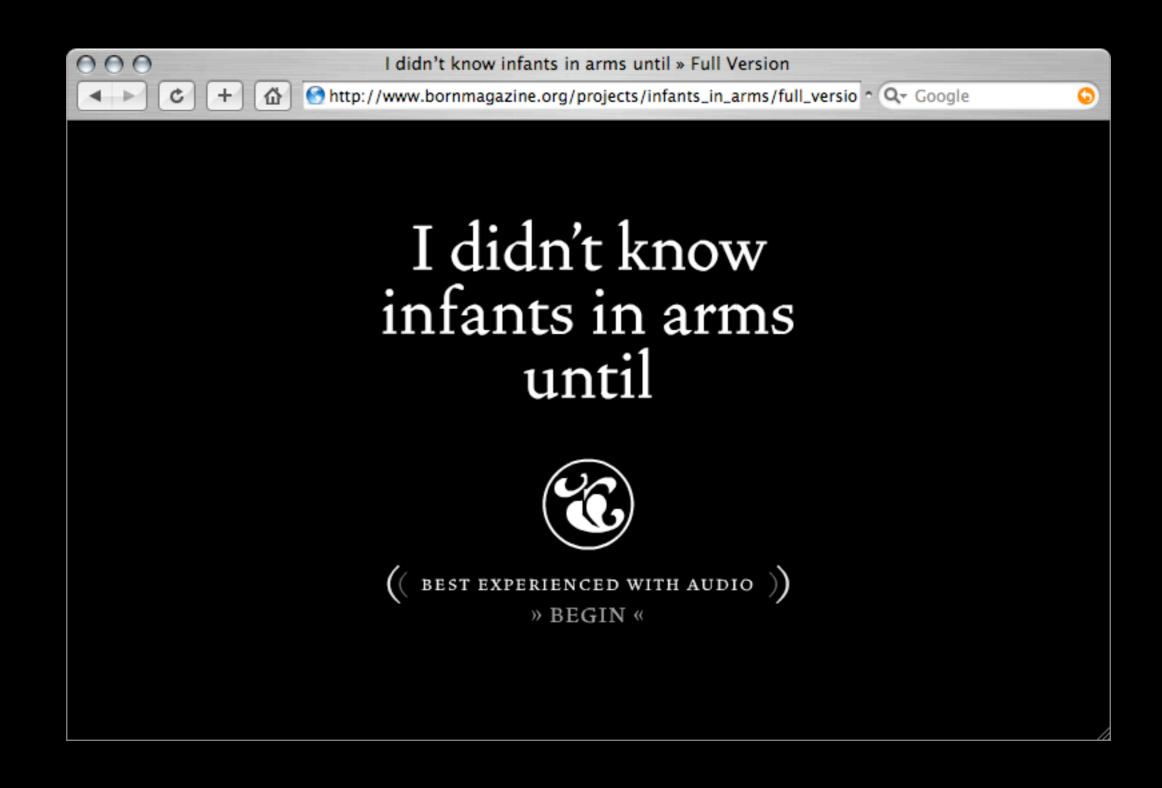
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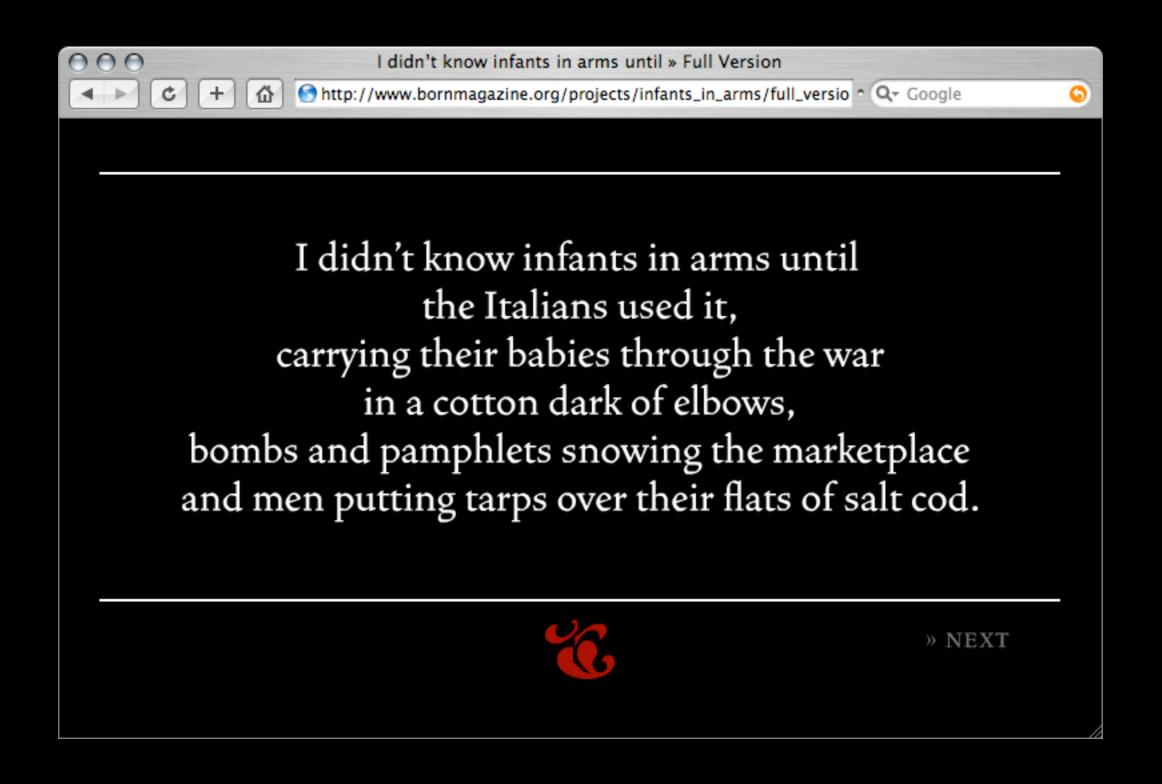
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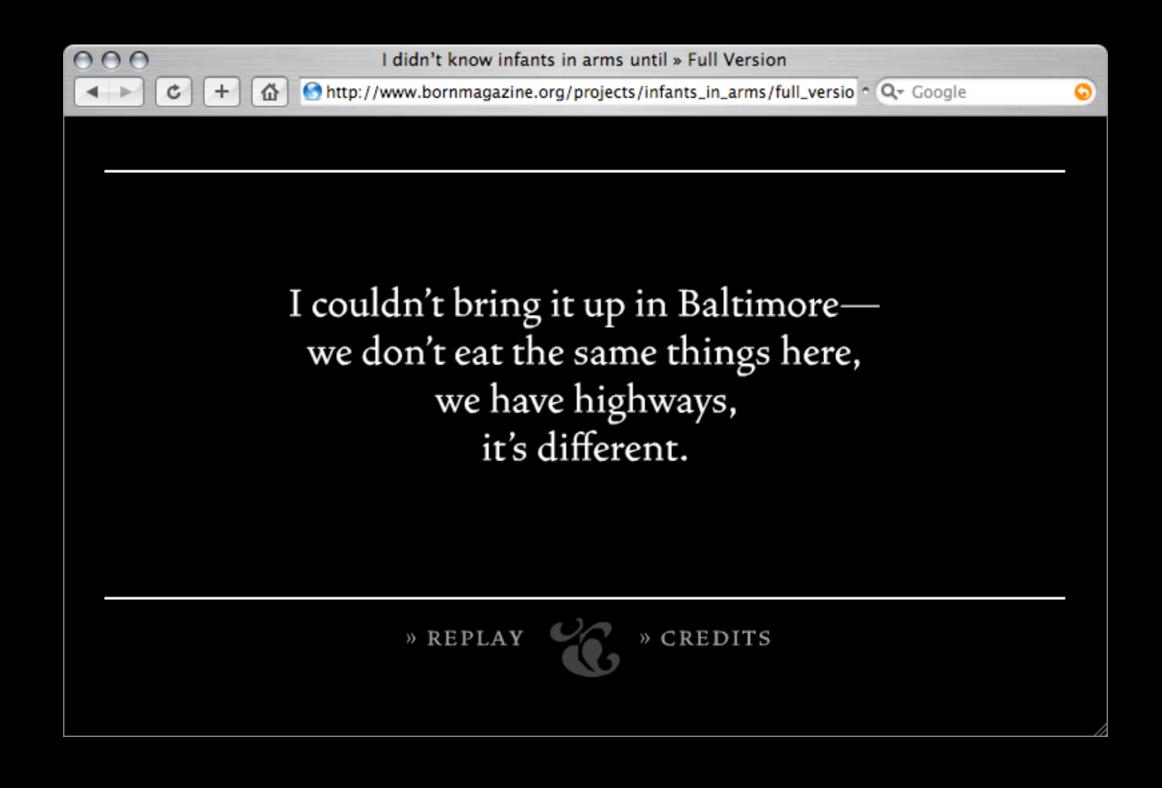
A Hist

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Born Magazine







Early, untitled Roman type (Nicolas Jenson, ca. 1475)

Quida eius libros no ipsius

Quidá eius libros nó ipfius

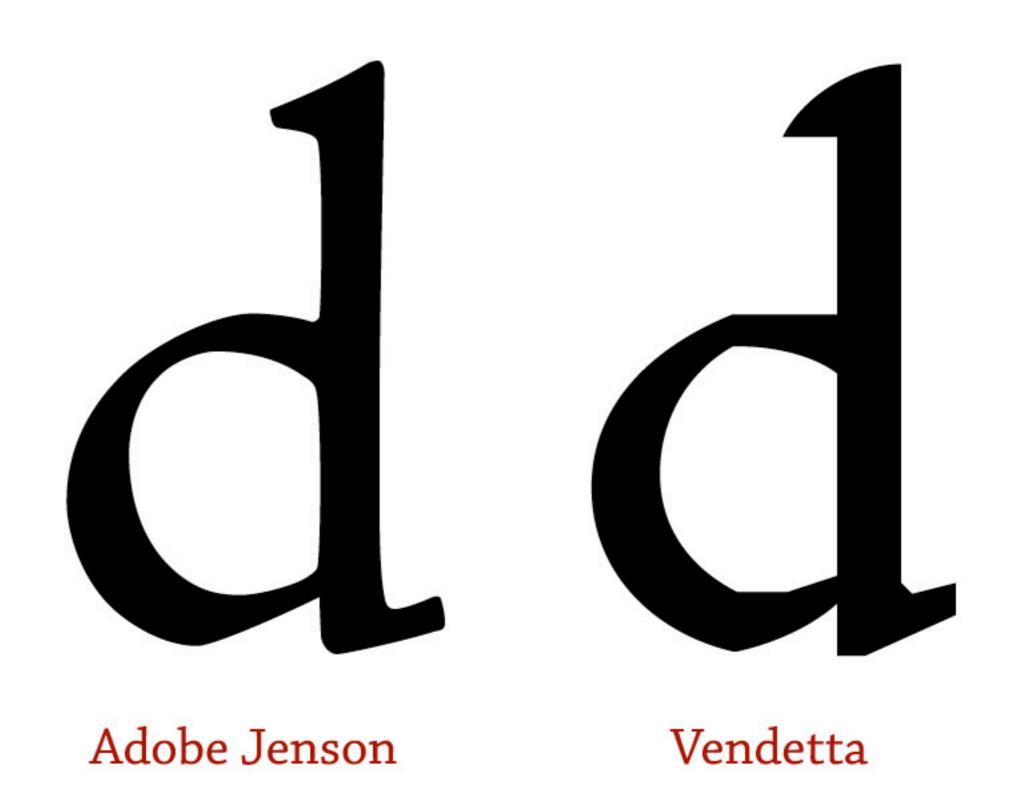
Adobe Jenson (Robert Slimbach, 1996)

Early, untitled Roman type (Nicolas Jenson, ca. 1475)

Quida eius libros no ipsius

Quidá eius libros nó ipfius

Vendetta (John Downer, 1999)



Turn Off Your Computer

Letterpress

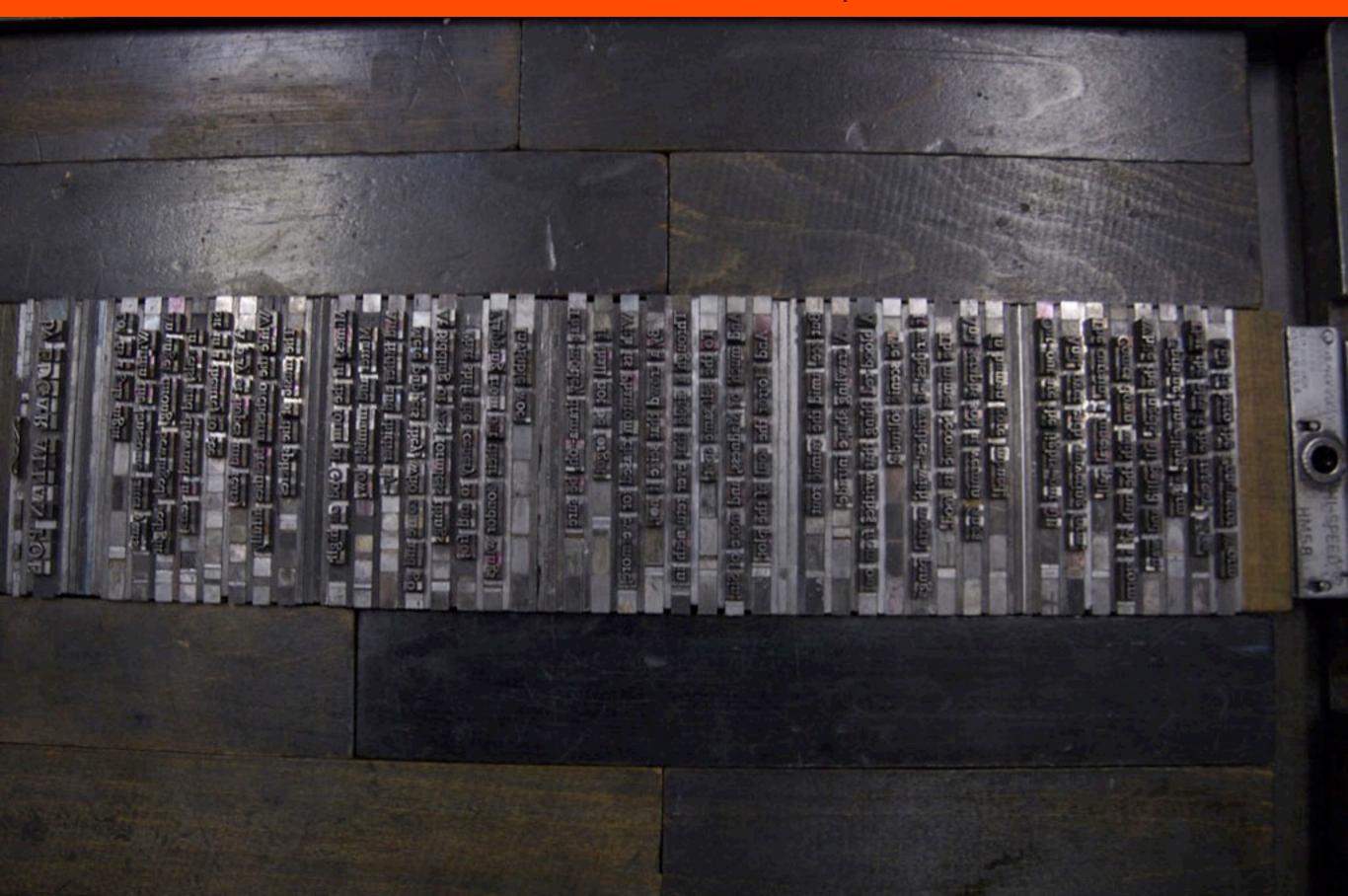


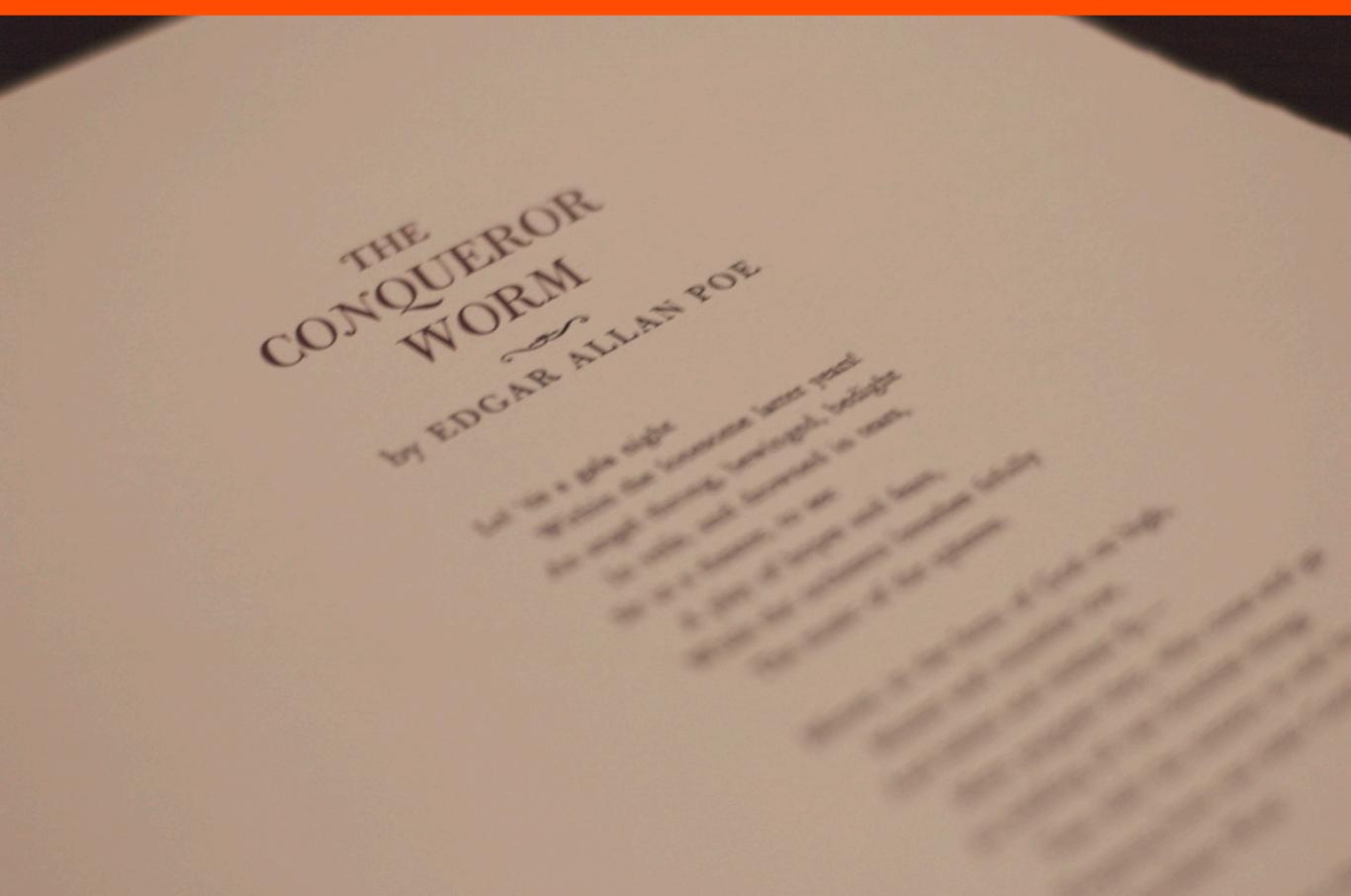












Business Cards



TALK: hello@jasonsantamaria.com



JASON SANTA MARIA

READ: www.jasonsantamaria.com

TALK: hello@jasonsantamaria.com

READ: www.jasonsantamaria.com

JASON SANTA MARIA

can help you get the lid off that jur"

TALK: hello@jasonsantamaria.c

M JASON SANTA MARIA

TALK: hello@jasor READ: www.jasonsantamaria.com tamaria.com

JASON SANTA MARIA

JASON SANTA MARIA

picks his teeth with his business cards*

is sober semi-sober

TALK: hello READ: www.jaso maria.com

JASON SANTA MARIA

READ: www.jasonsantamaria.

JASON SANTA MARIA

READ: www.jason rata: hello@jasonsantamaria.com naria.com

Storytelling



slightly different than the rest. The difference added up to anywhere from a full en of variation in length

gorgeous Bulmer), I sat and spent hours re-balancing the 40 lines of the poem (set in Garamond). When

thought we could get away with using two hyphen in the absence of em-dashes. We figured we had spent

from line to line, making it impossible to lock up. Argh. While Rob printed the title and byline (set in

we finally got everything up on the press bed the next class, we noticed one last detail out of sorts: we



November 2006

· September 2006

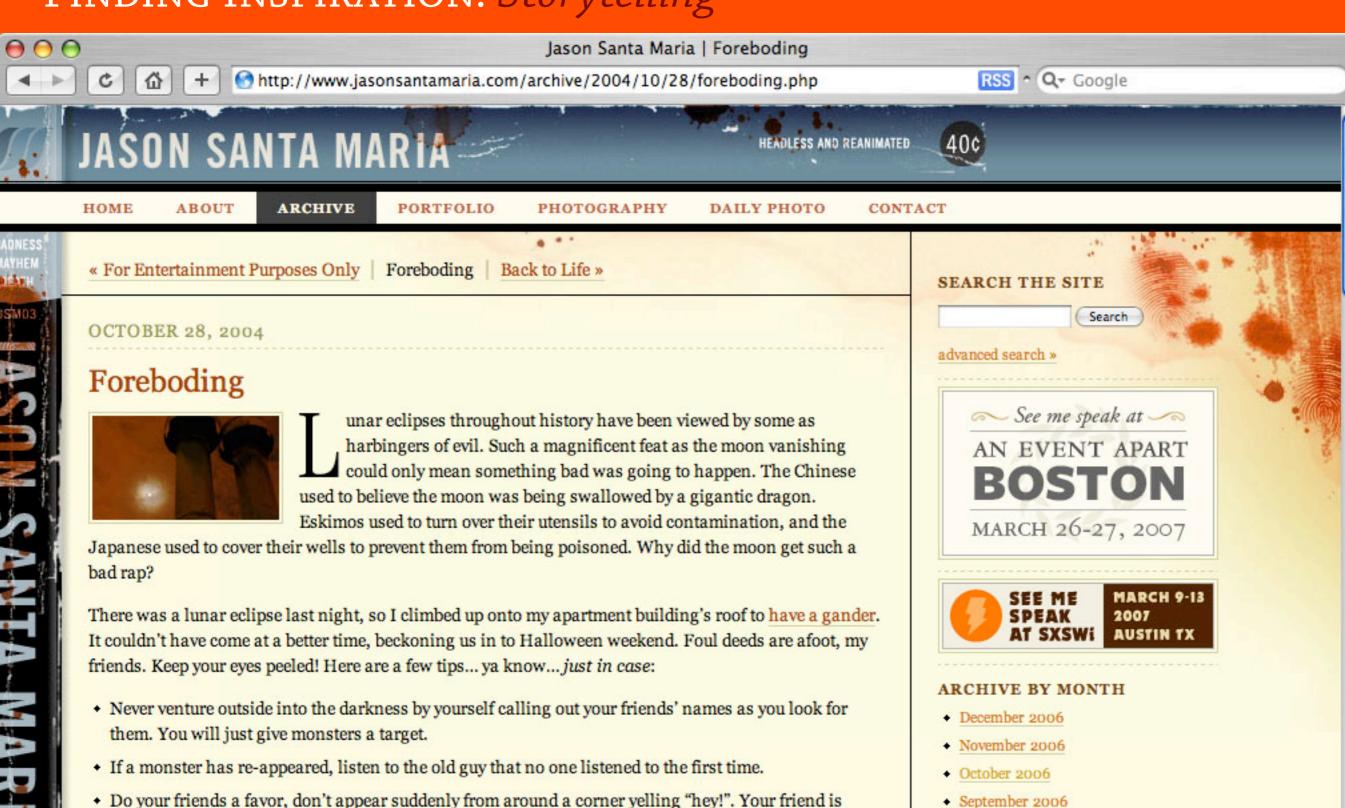
October 2006

August 2006

looking for a monster and trying not to get eaten, you giving them a heart attack won't help.

get back up and not be eaten.

. When being chased by a monster, be sure to run extra fast, so that when you trip you will have time to



September 2006

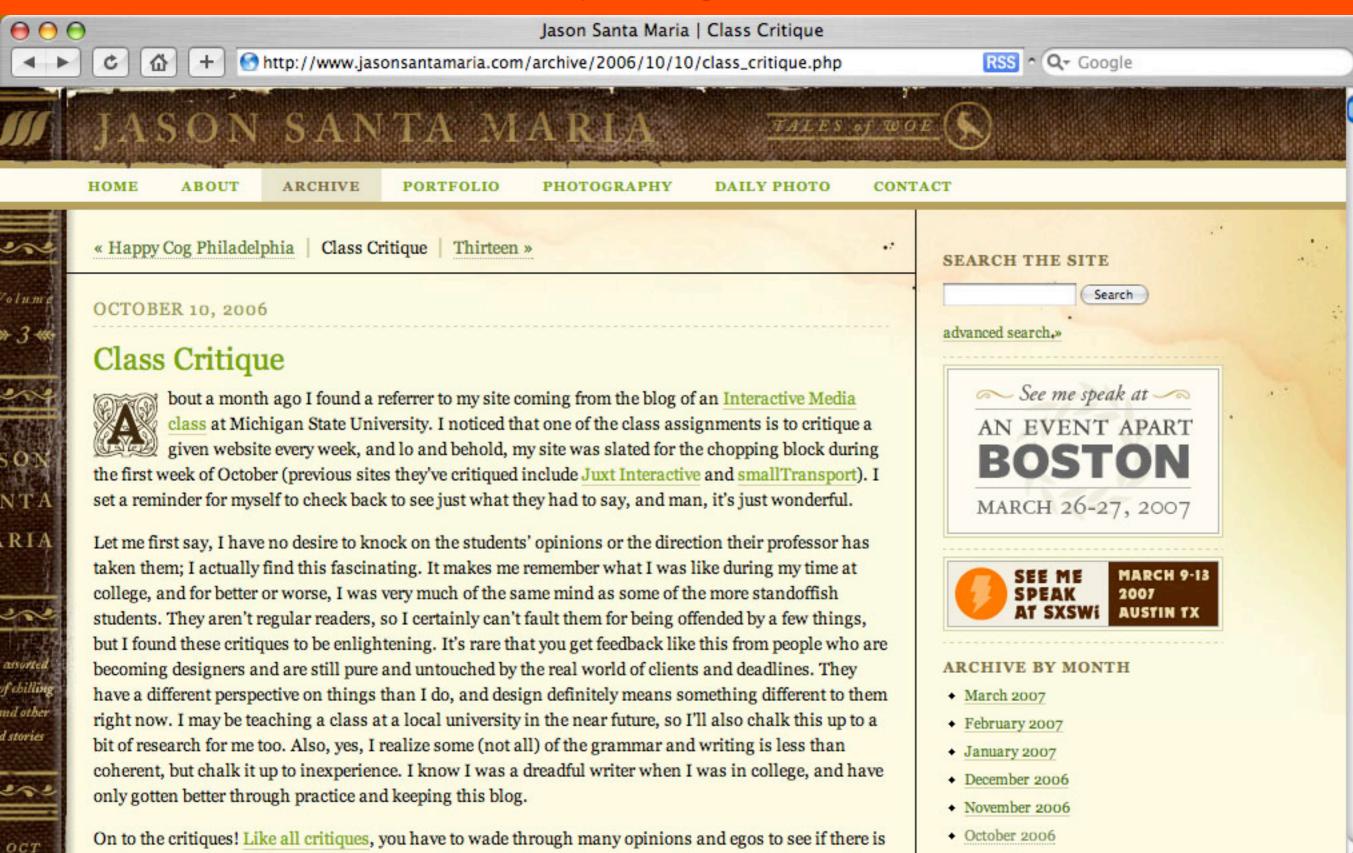
August 2006

July 2006

June 2006

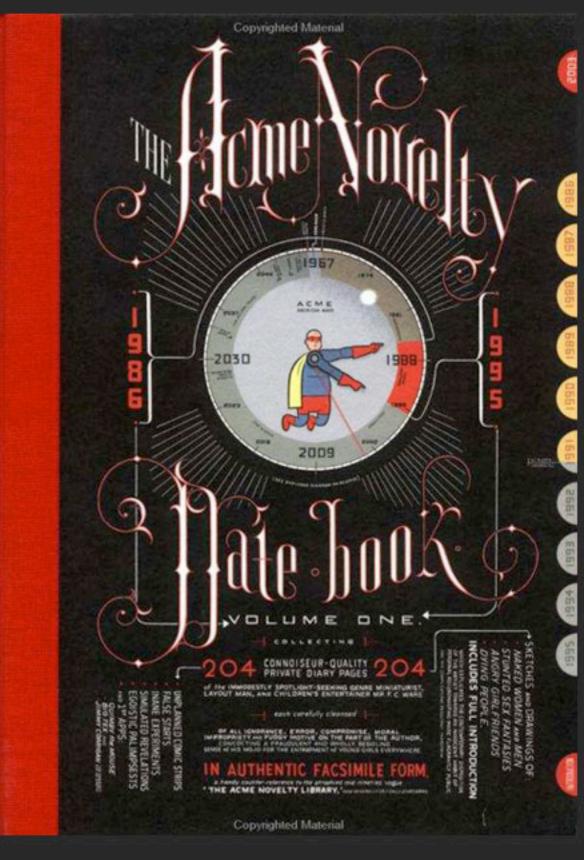
real meat or not. And these students have caught me dead-to-rights on a couple counts. Unfortunately,

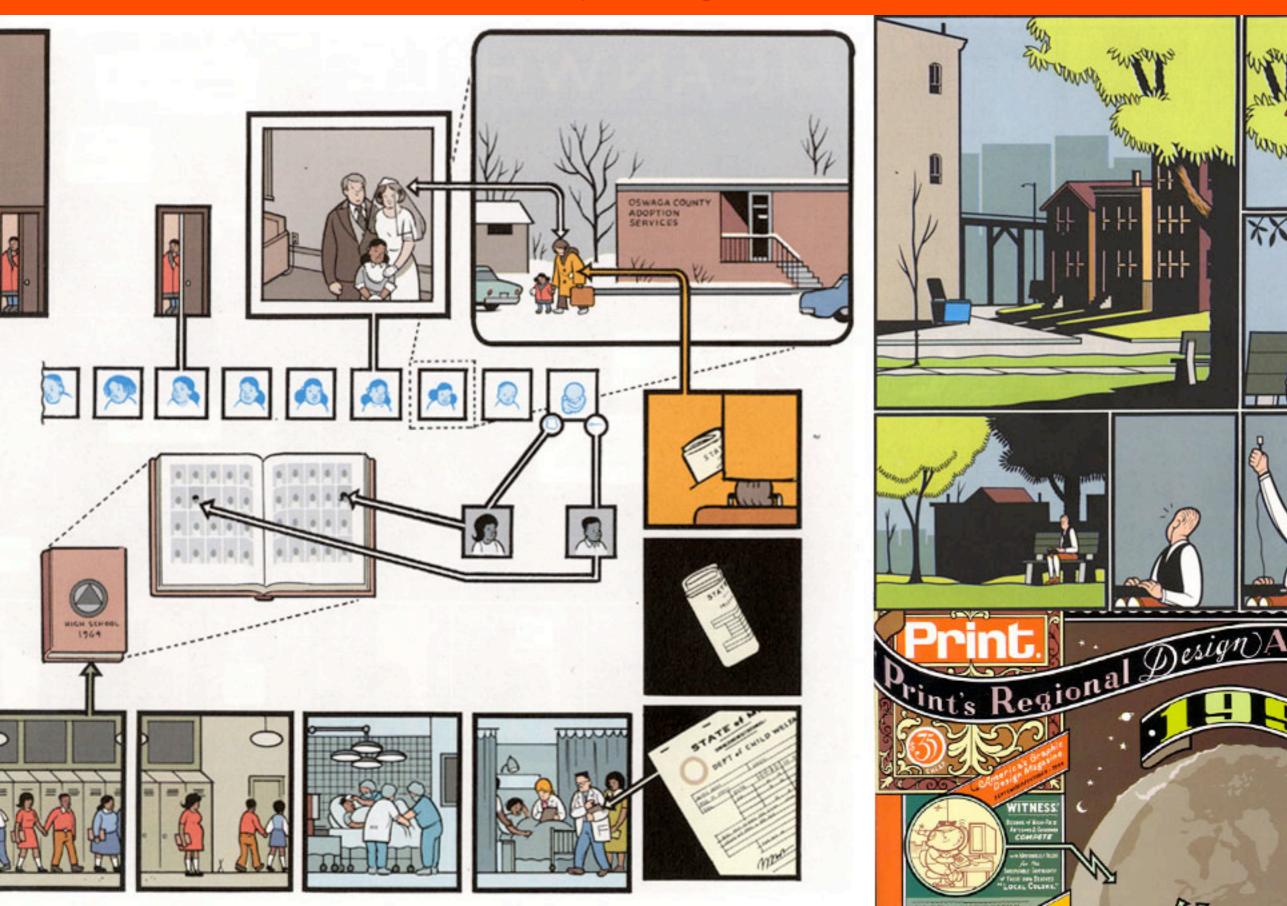
2006



· September 2006







AFTER THE BRIEF:

3. Maintaining Inspiration

Maintaining Inspiration

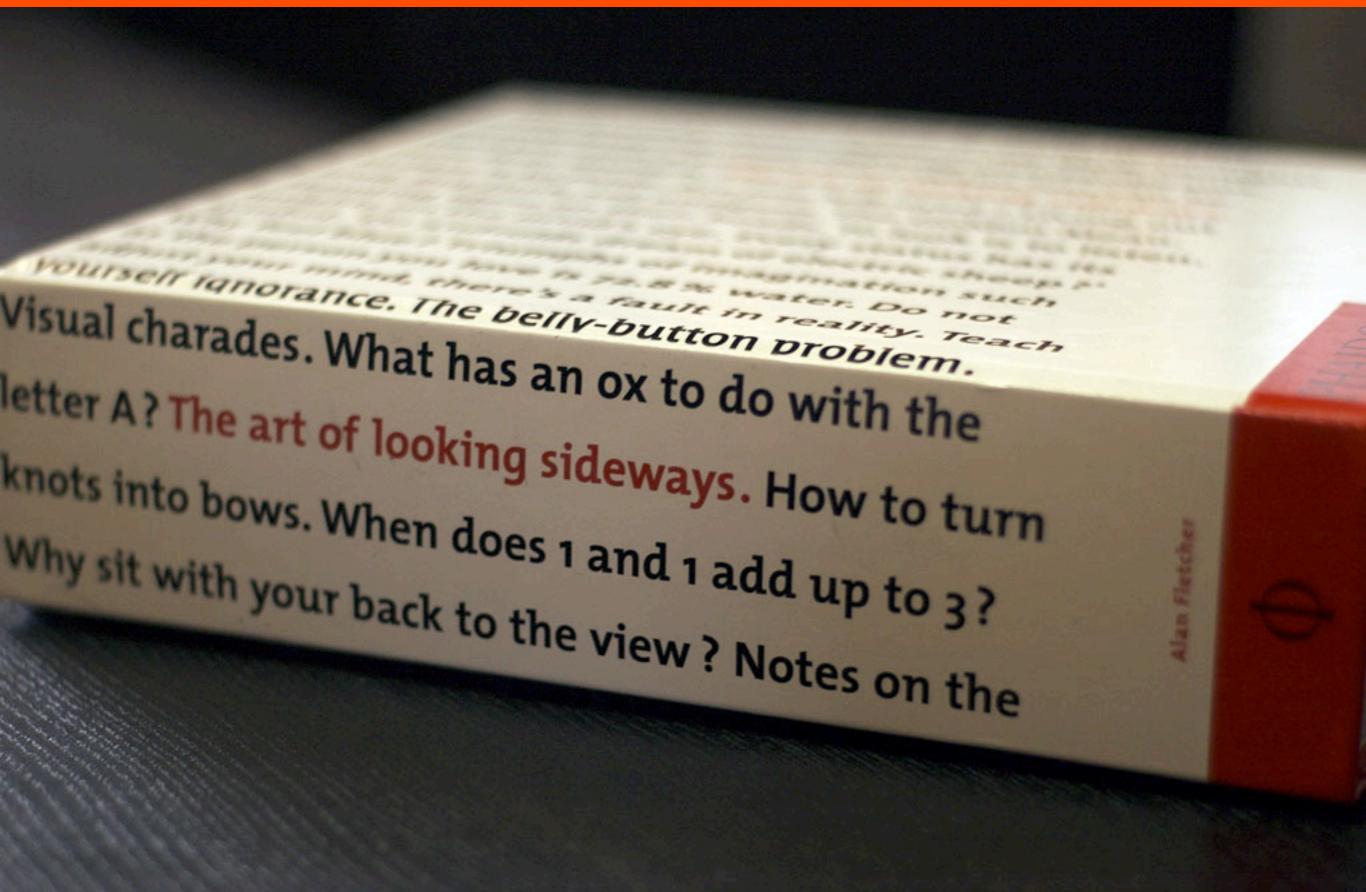


There is no inspiration on/off switch.

"Design is not a thing you do. It's a way of life." — Alan Fletcher

The Art of Looking Sideways

Maintaining Inspiration: Design Your Life



MAINTAINING INSPIRATION: Design Your Life

a stinky pinks and some Tenuous visual correspondences between worth and pictures include exymerens, rebuses, palindromes, tropes, acronyms, anagrams, lipograms, macronics, onomatopoela, noncewords, stinky pinkies and Tom Swifties. You won't find the last two in standard dictionaries. They were coined, I think, by Willard R. Espy, American language maven.

In visual parlance Toes Swiffles demonstrate what they state. The roley which tells you it is a college [opons] and the B.A.L.A.N.C.E.S. which balang overlead. This college – typographic connoisseurs will notice – starts with the abbreviation for Company, incorporate a date from a Chinese calendar, and coincludes with a portion from an index newspaper's marthaad.

MOTHER

A stinky pinky, is 'a noun modified by an alliterative rhyming adjective'. A Lazy Lucy is a revolving tray in the middle of a table which allows whatever is being served to be turned to whoever needs serving. Shapes can rhyme as well as sounds. This logotype design by Herb Lubalin typographically converts letter to womb and ampersand to embryo. I hesitate to label this a stinky pinky, but that's what it is.



A pun plays on the different meanings attached to one word. They're the sort of word that you figure out only to discover you have to figure out what you have figured out. Saul Bass didn't sign his name but nubbentamped a punning chimerical image instead.



A Tom Swiftle, is a phrase in which a worb or adverts supplies the pun. For instance, "Thank God / remembered to take my umbrella," he drily observed. The smudge breezily echoes a pull of wind to create a pictorial Tom Swiftle. Inclined letters help emphasize the proposition.



An anagram is changing the order of the letters forming a word or phrase, to create another; for instance total abstainers can be happily re-arranged to sit not at ale bars. This one is a typographic version for a lady named Eva. The upside-downlower-case a approximates the shape of the right-way-up-lower-case a.



Rebus comes from Latin, non vede set rebux, meaning, 'not by words but by things'. A rebus is a puzzle in which letters, syllables or words are replaced by visual images such as symbols and pictures. The same sort of association on be made with names. 'Chalky White, 'Dicky' Bird and 'Dusty' Miller readly lend themselves to visual interpretation, So does this insignia of Dusty designer Fiet Zwart (Peter Black).



An anserym is a name written backwards. The concept is not as pointes as it may seem. AMBULANCE is sometimes reversed on the vehicle, so that drivers can get the message in their reserview mirror. (see 1747).



est winder as

S. William R. Easy An America of World of Phys Charles N. Police Discs Soci. 1975.

Maintaining Inspiration: Design Your Life



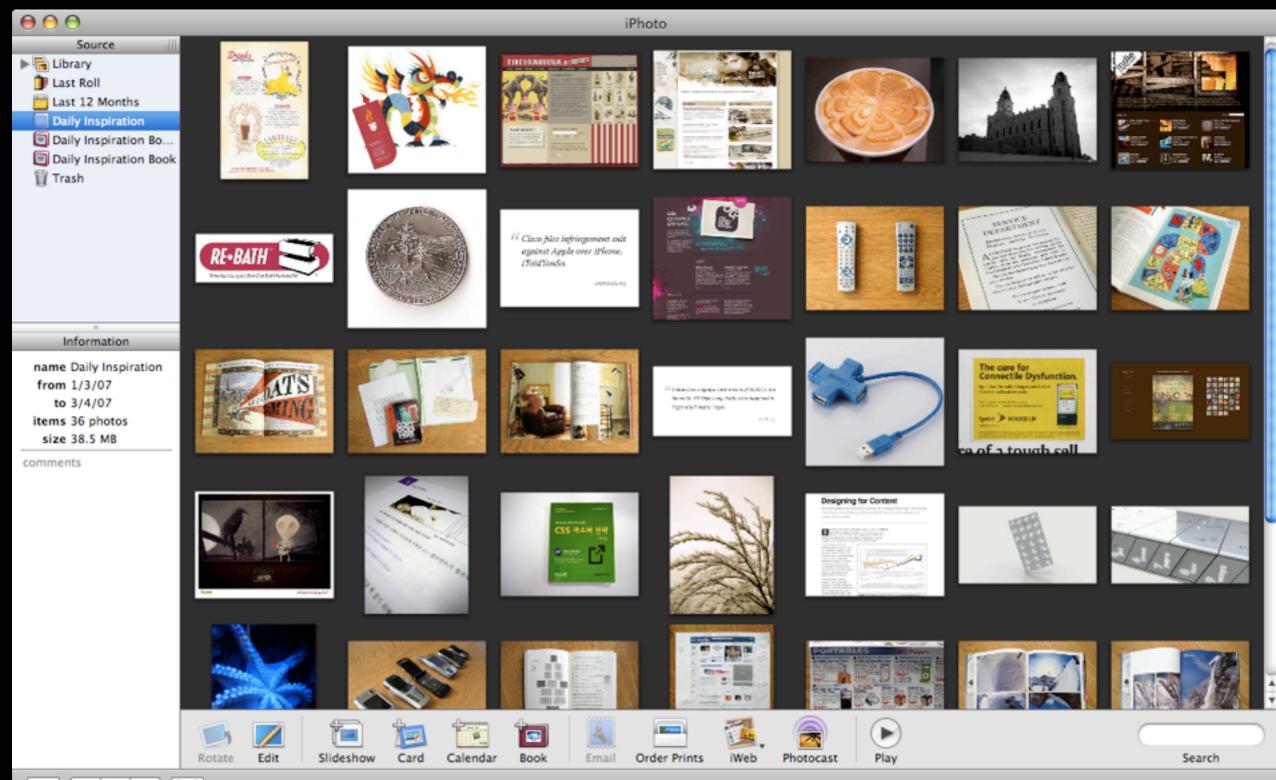
MAINTAINING INSPIRATION: Design Your Life

designing and making There are five identifiable First, there is the identification, Second, there is the ediction of Thad is the analysis of those needs Fourth is that idea, In most fields Fifth is realization, which is stages in the sequence of designing and making." discovery or recognition of needs. This is finding out what the problem information, the assembly of law. and facts - the drawn out, difficult of design, an idea, whether for a building, artefact or machine self-explanatory, except to say that the first realization of the That is fairly straighthroad. and demanding intellectual exercise is and what the designer has to do. Patrick Nuttgens or process, is the new potential of putting all the aspects together, ranging from everything knows idea is the point at which a lot thing which exists, or will exist to That sounds simple but is in fact. about the artefact or similar disjusting the irreferent or of disadrantages may appear as seworkable, thinking our absenuatives bring together and make into one artefacts to the technique and often elusive. the thing takes shape, and works and reaching an understanding of the needs, techniques, demands nechnology appropriate to the There is, for one thing, often a what the problem really is. and means. problem. If it falls or is seriously impaired, considerable difference between This is the stage that calls for analysical thought. It includes what people think they need and This is an energies in historyit may drive one back to further thought and analysis and may what they may actually need: the history of the identifully And it is the moment in the making between what they want and what the moment, or extended time, involve discarding the original idea immediate past. of a thing when it potentially has a when the mind grapples with the and the formulation of a new one. they need. But even if that sounds name - to describe and define the patronizing, the technology of a whole of the problem, its demands It is followed by implementation which involves production and the energy of other people. new rotality. From that moment is and its possible means. When it particular area often throses up can never really cease to exist. pages to terms with them, docards, different realities from what was chooses, tries out, throws away. at first envisaged. draws, makes experiments, chinks Indeed the entire problem may need and thinks again; and sometimes to be redefined. The identification of needs does not mean persuading people, as the consumer society releatlenly does, of new needs and creating a profusion of them; it means identifying grouine existing needs.

Collections

iPhoto Archive

MAINTAINING INSPIRATION: Collections



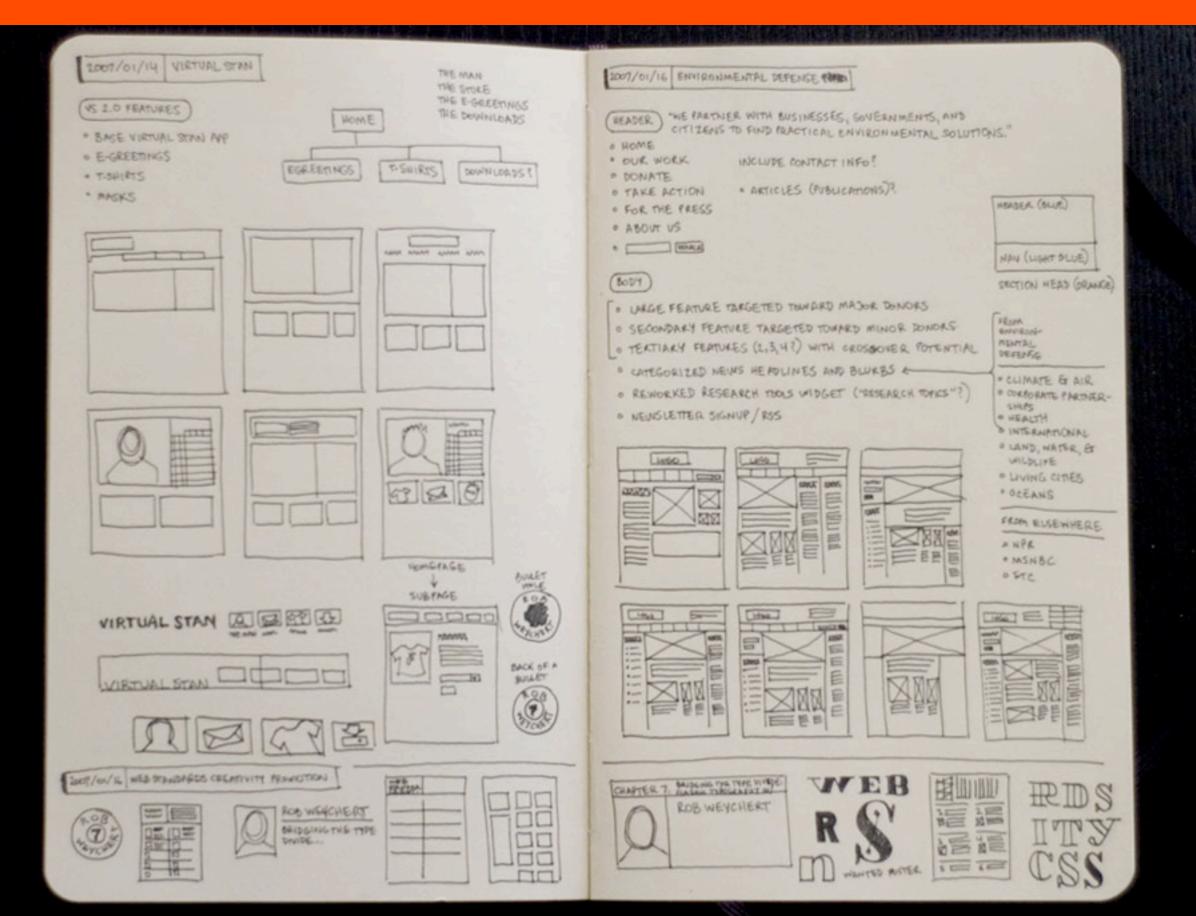




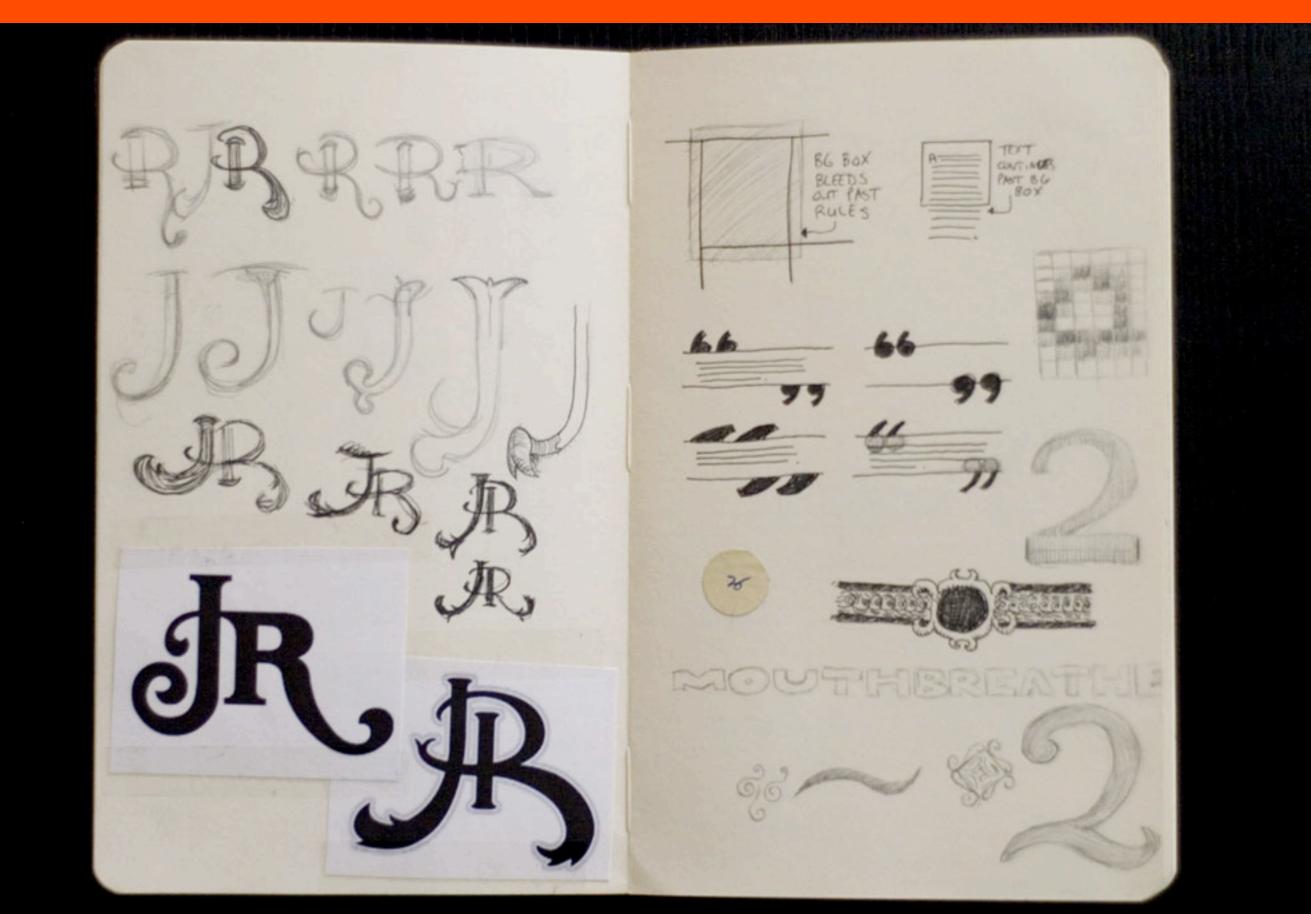


Sketchbooks

MAINTAINING INSPIRATION: Collections



MAINTAINING INSPIRATION: Collections



Exercises

Be a Design Vigilante

Maintaining Inspiration: Exercises

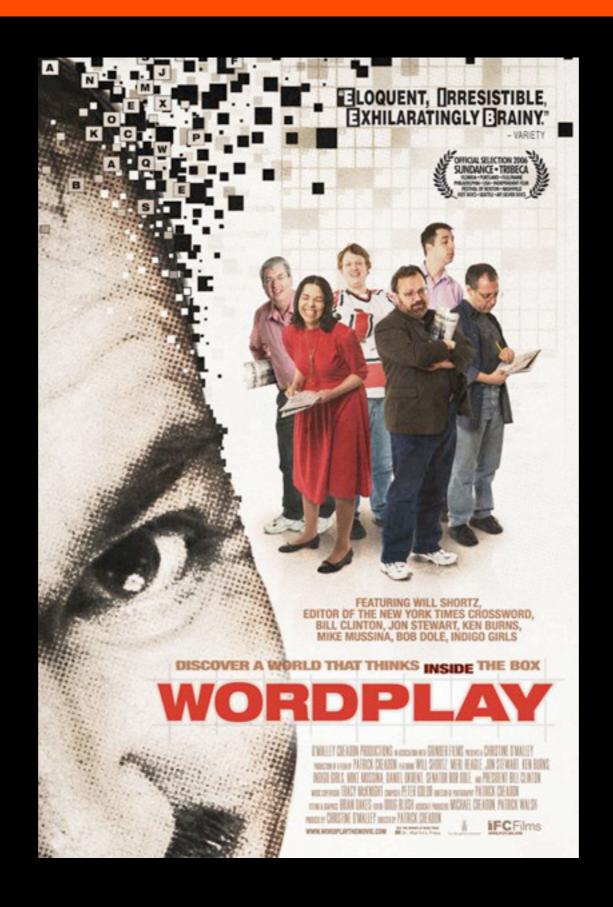


Puzzles

MAINTAINING INSPIRATION: Exercises

¹ A	² L	³ B	⁴ S		⁵ D	⁶ Е	⁷ B	⁸ T		⁹ I	¹⁰ M	¹¹ A	¹² G	¹³ E
¹⁴ P	Α	R	Α		¹⁵ U	S	Е	R		¹⁶ B	_	Т	Е	R
¹⁷ E	Т	Α	L		¹⁸ N	С	Α	Α		¹⁹	Ν	Т	Ш	R
²⁰ S	Е	С	0	²¹ N	D	Α	R	Υ		²² D	J	N	K	s
			²³ N	0	Е	L		²⁴ S	²⁵ T	Е	Т			
²⁶ B	²⁷ A	²⁸ N		²⁹ T	Е	Α	³⁰ L		³¹ O	М	Е	³² L	³³ E	³⁴ T
³⁵ O	М	Α	36 H	Α		³⁷ T	Α	³⁸ S	S		³⁹ M	1	L	Е
⁴⁰R	1	С	0		⁴¹ S	0	D	Α	S		⁴² A	R	1	Α
⁴³ E	С	R	U		⁴⁴ T	R	Е	F		⁴⁵ G	N	Α	Т	s
⁴⁶ S	1	Е	R	⁴⁷ R	Α		⁴⁸ N	Е	⁴⁹ M	0		⁵⁰ S	Е	Е
			⁵¹ G	1	N	⁵² A		⁵³ T	Е	Е	⁵⁴ M			
⁵⁵ S	⁵⁶ C	⁵⁷ O	L	D		⁵⁸ D	⁵⁹ A	Υ	D	R	Е	⁶⁰ A	⁶¹ M	⁶² S
⁶³ P	Α	Р	Α	L		⁶⁴ A	1	N	U		⁶⁵ D	R	Α	Т
⁶⁶ A	М	U	S	Е		⁶⁷	D	Е	S		⁶⁸ A	С	М	Е
⁶⁹ M	Ε	S	S	Υ		⁷⁰ R	Α	Т	Α		⁷¹ L	0	Α	М

Maintaining Inspiration: Exercises



DUNKIN DONUTS

Five Seven Five

after his kids were trampled by digerati he stopped reading Wired they dread the onus of college graduation? oh, they're art students

Trans Am headlights pierce the thick crepuscular mist questing for tube tops

48-Hour Films

MAINTAINING INSPIRATION: Exercises



Maintaining Inspiration: Exercises



MAINTAINING INSPIRATION: Exercises





Maintaining Inspiration: Exercises



MAINTAINING INSPIRATION: Exercises





MAINTAINING INSPIRATION: Exercises



Maintaining Inspiration: Exercises



Maintaining Inspiration: Exercises



MAINTAINING INSPIRATION: Exercises



Find a Muse

Birthday Bash











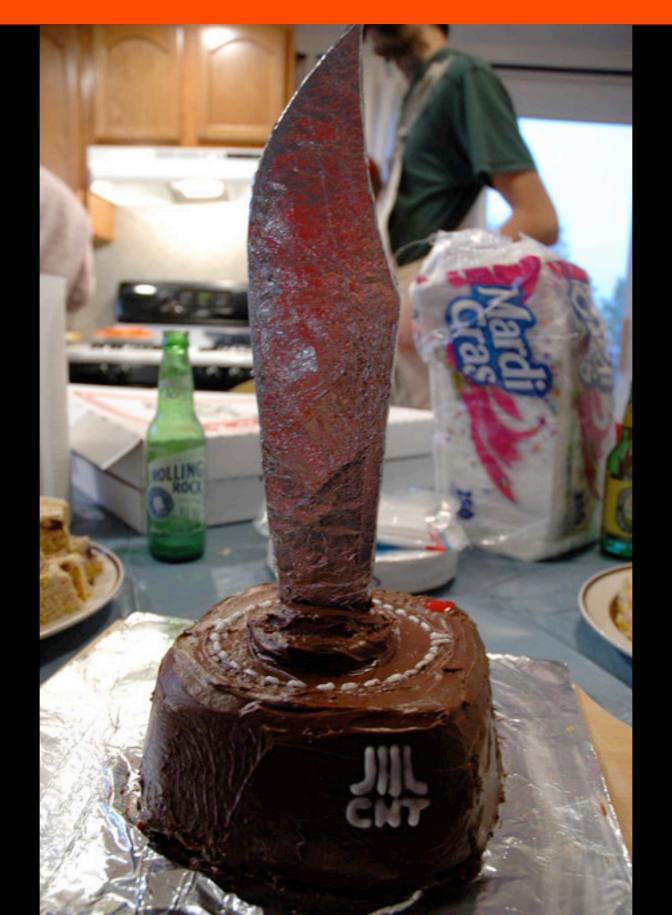
THE FINAL FRONTIER



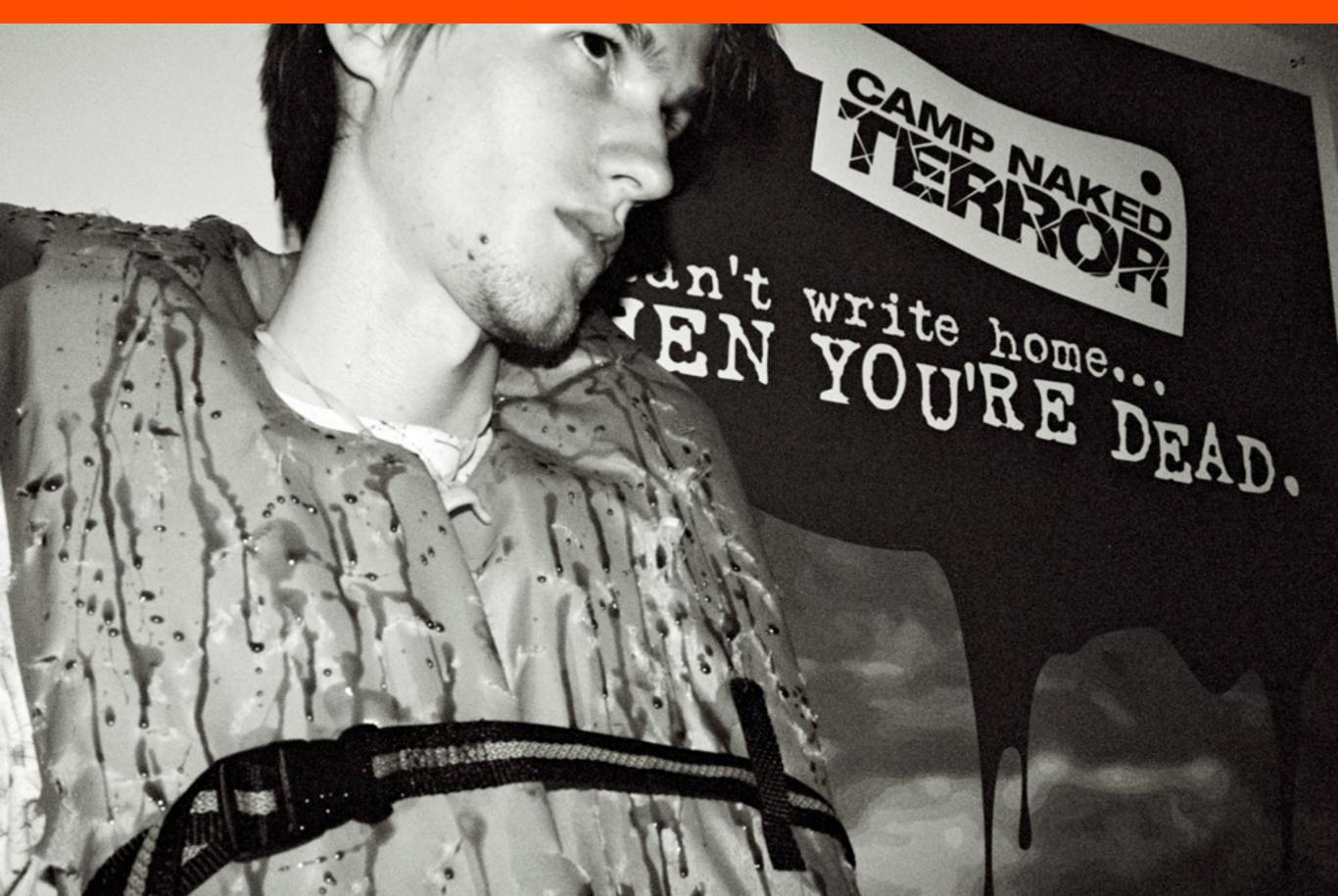
Maintaining Inspiration: Find a Muse

























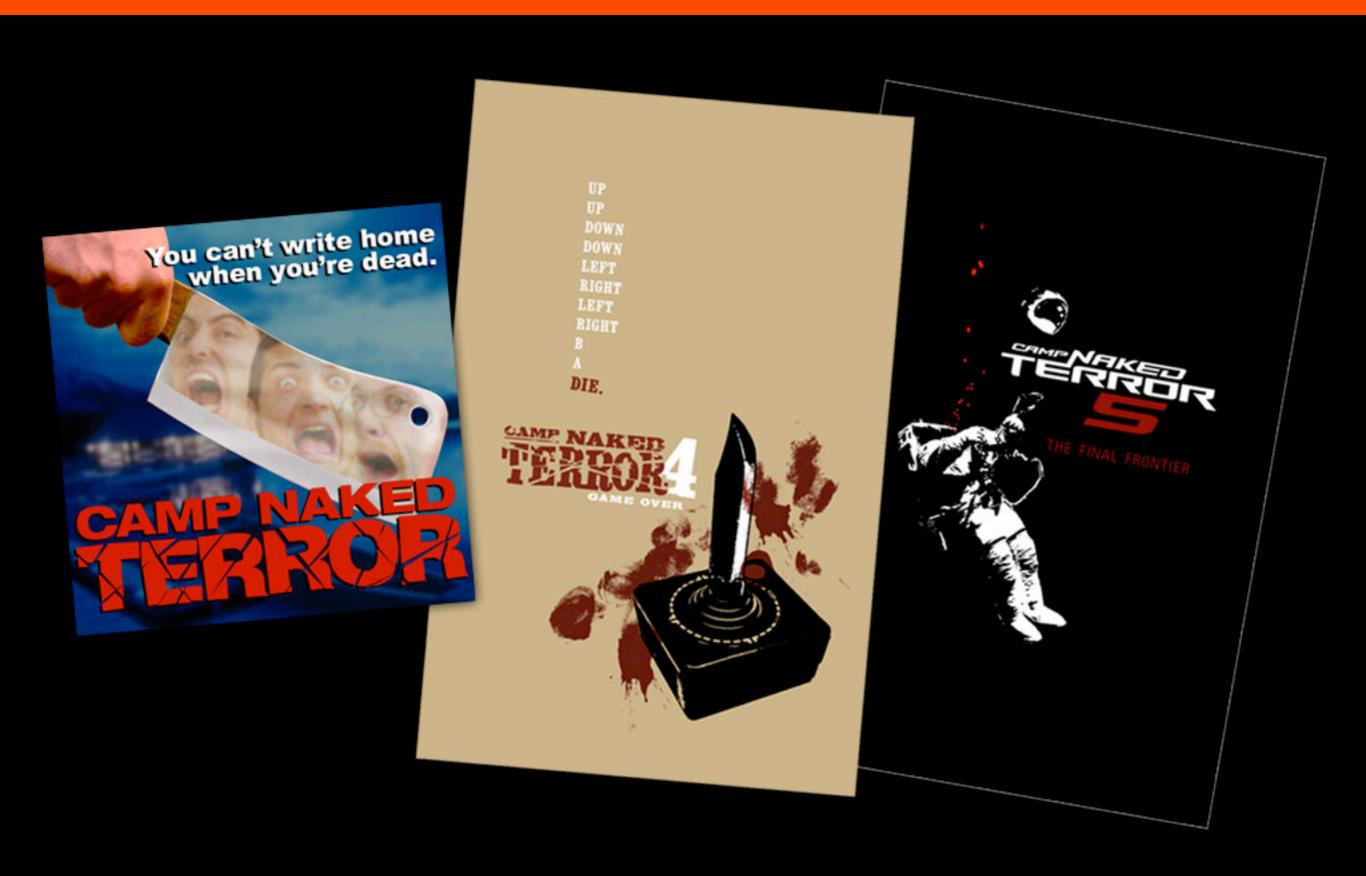




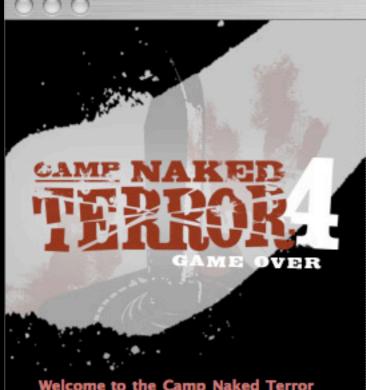












Welcome to the Camp Naked Terror Store, offering you quality merchandise since 2002!

The product links will take you to a secure PayPal page, from which you can purchase the selected item with a credit card.

All items are made to order and will be printed in the week preceding Camp Naked Terror 4, at which time this store will close, so be sure to order *before* SATURDAY, MAY 28TH.



Camp Naked Terror Store

POSTER: \$7:00

11"×17" three color silkscreen print.

- Purchase Poster



T-SHIRT: \$7.00

Two color silkscreen print on each side.

Select Your Size:

- Children's Small
- → Children's Medium
- Children's Large
- Adult Small
- Adult Medium
- Adult Large
- Adult X-Large
- Adult XX-Large



COMBO PACK: \$10.00

Includes both the t-shirt and the poster!

Select Your Size:

- Children's Small
- → Children's Medium
- Children's Large
- Adult Small
- Adult Medium
- Adult Large
- Adult X-Large
- Adult XX-Large

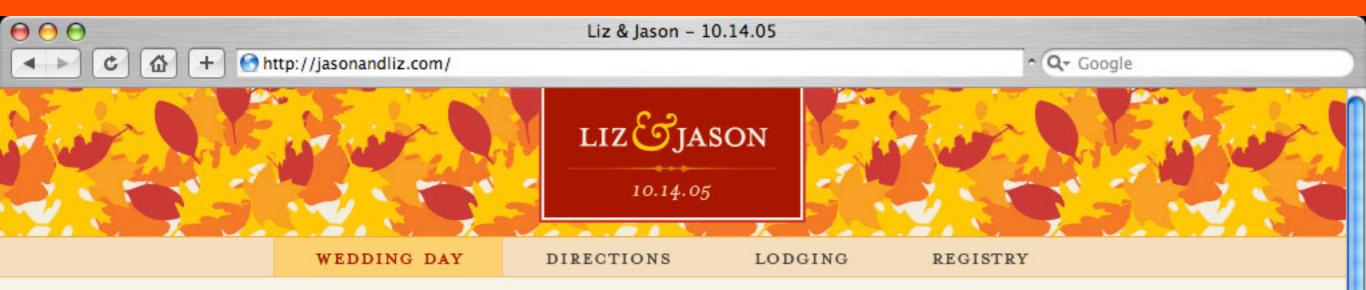
) 4 +

[Video: Camp Naked Terror trailer]

Wedding Bells







WEDDING DAY

Mr. and Mrs. George Cameron MacDonald, Jr.
request the pleasure of your company
at the marriage of their daughter

ELIZABETH MACDONALD to JASON ANDREW SANTA MARIA

son of

Mr. and Mrs. Joseph Anthony Santa Maria, Jr.
on Friday, the fourteenth of October
Two thousand and five,
three o'clock in the afternoon
Welkinweir, Green Valleys Association
Pottstown, Pennsylvania

WEDDING PHOTOGRAPHS



Ah, memories! Here are the photos »

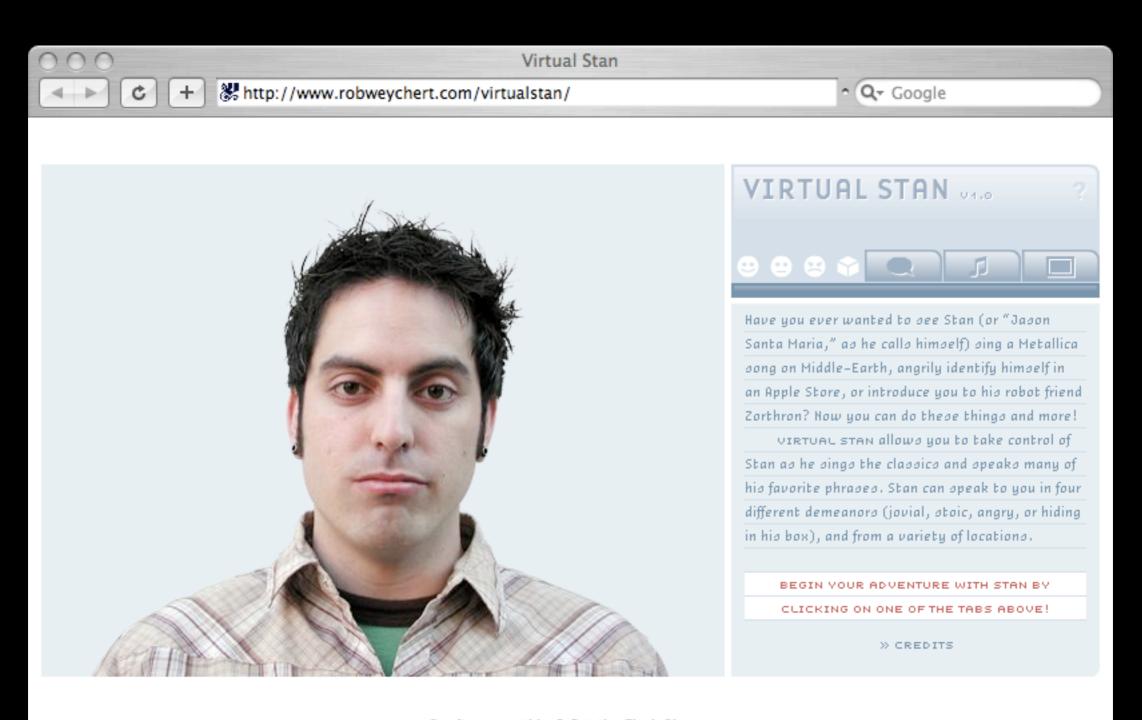
REQUEST-A-SONG

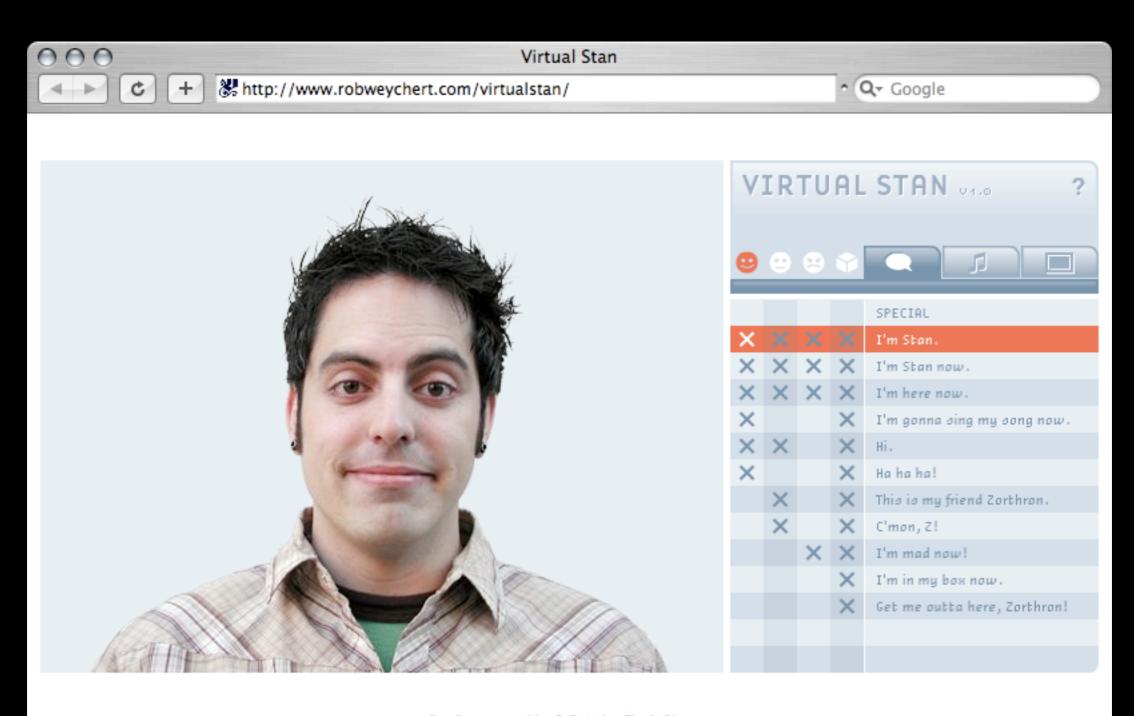
Have a song you're dying to shake your booty to at the reception? Let us know »

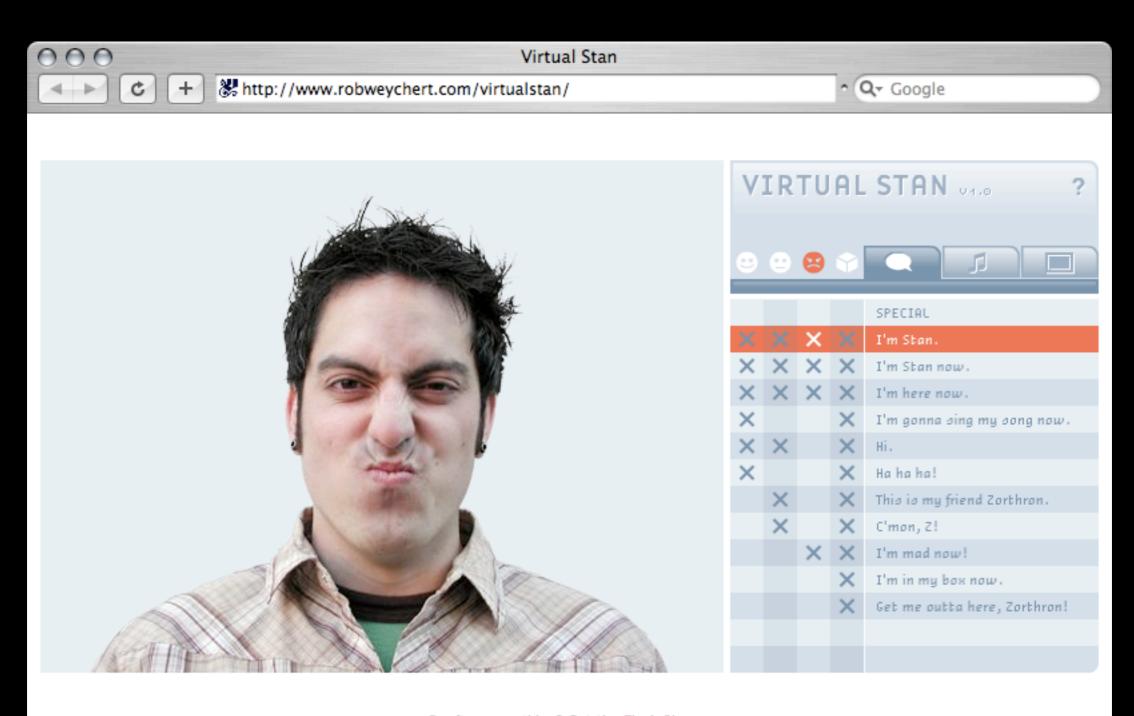
HAVE A QUESTION?

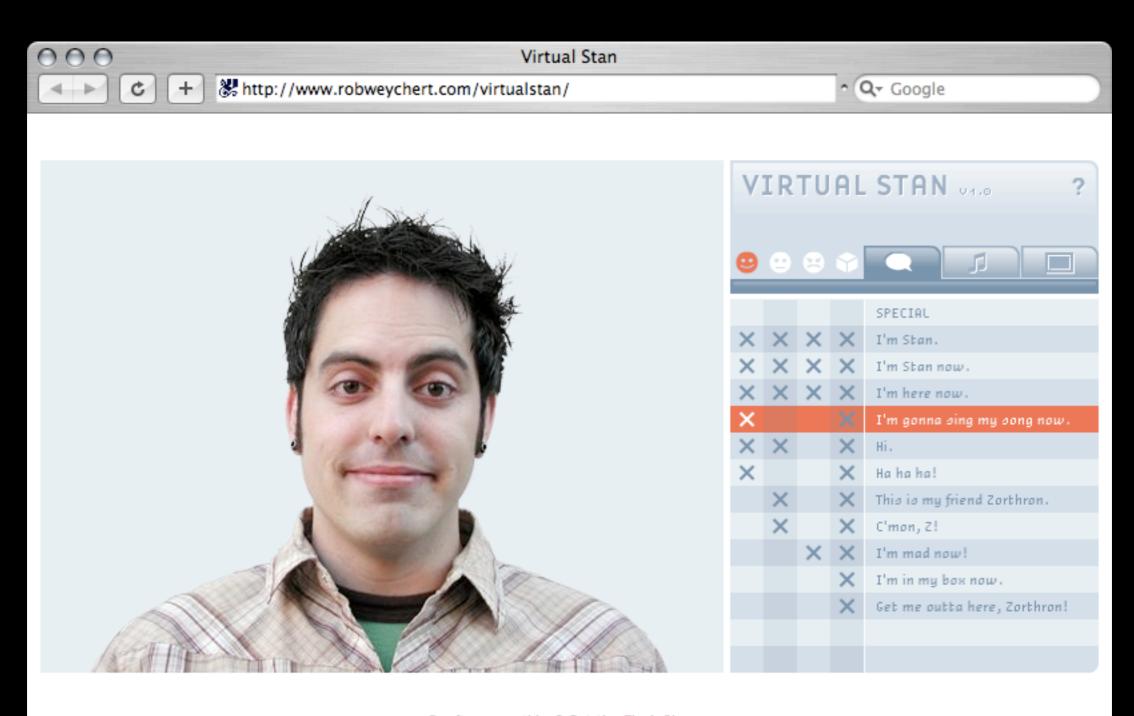
If you have any questions or concerns, feel free to contact us »

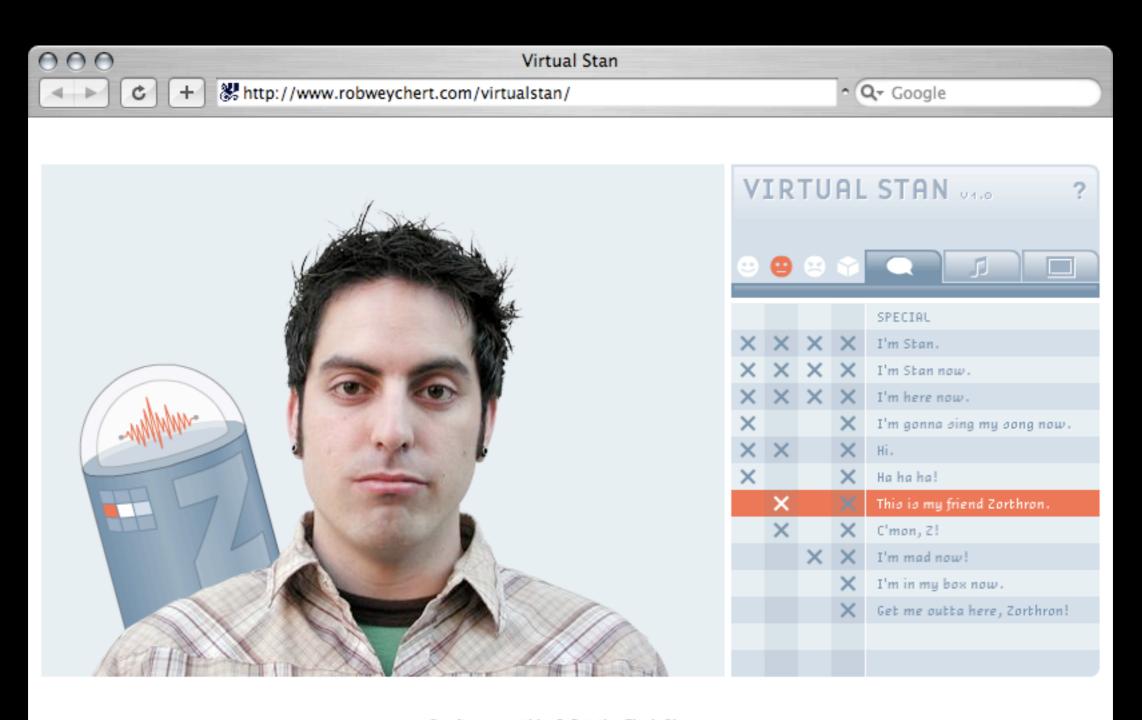
Secret Santa (Maria)

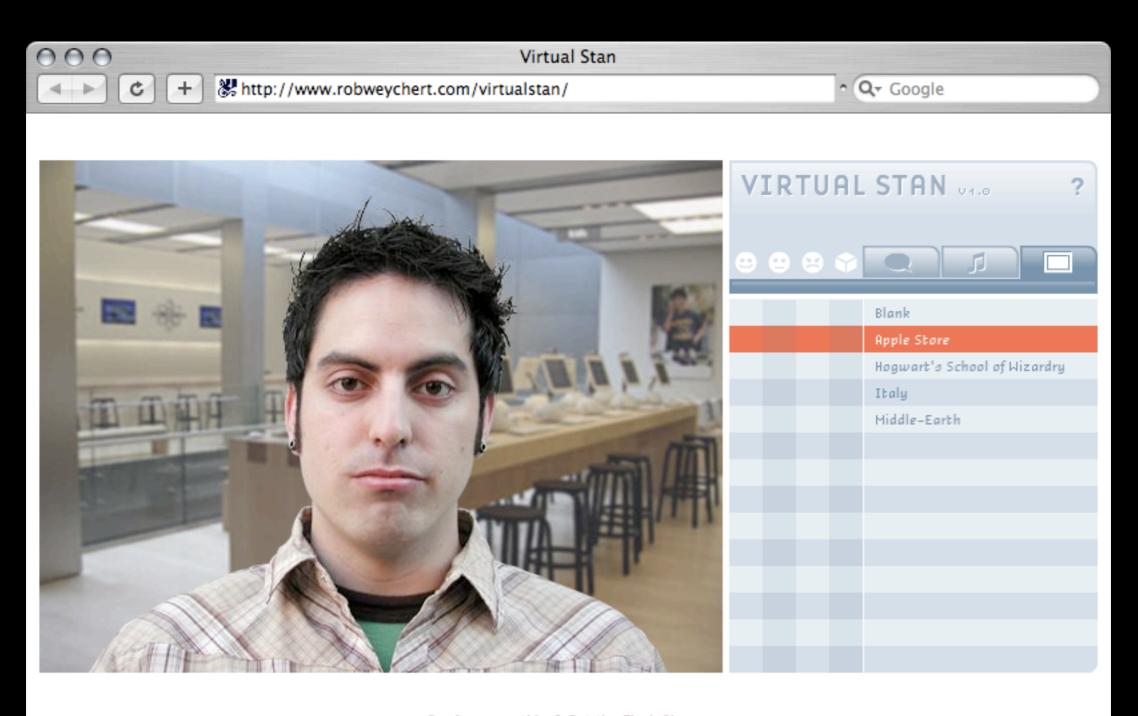


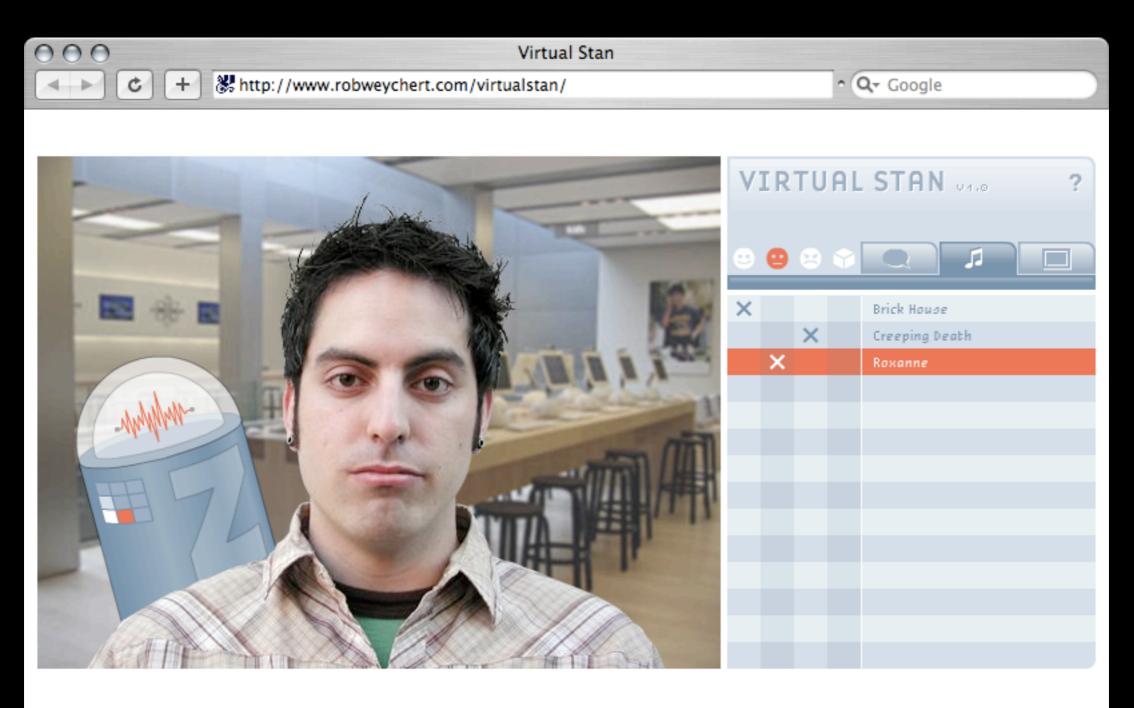












In Conclusion

Questions?