

What is Graphic Design: Charrette

what is a charrette?

Used in various fields of design including graphic design, architecture, industrial design, interaction design, or interior design, the term refers to an intense, yet brief period of collaboration and creative problem solving done by one person or a group with a predetermined deadline. Within the meeting time, the team must develop a broad range of design solutions through methods such as brainstorming, sketching, research, and discussion to arrive at a collective solution.

terminology

- charrette
- metaphor
- research
- analogy
- simile

steps

Break into groups. Decide who will be the facilitator, but listen to all ideas equally.

Make free associations & analogies to the field. Who is your audience and what is the context or environment.

Generate a pool of aspects about the topic in terms of nouns, verbs, and free associations to the subject without any filters.

Develop concepts (as thought starters) that reveal more fleshed out versions of the topic. You may create rough sketches, prototypes, or other media.

Make presentations of one main idea and present to the larger group. Show us rather than tell us - act it out. Don't be afraid to be critical, ironic, funny, outrageous.

tips

Speed helps prove the value of what can be accomplished in a short burst. Capture important aspects of good ideas quickly without laborious discussion before first coming to light (just get the ideas out).

Regarding analogies: Try relating design to some other subject that you know well or activity to help explain what graphic design is. Holding something up next to design helps explain it. If you love a sport, fuse an aspect of that activity (literally or conceptually) with graphic design.

Thought start your ideas by paraphrasing... "Graphic design is like a..."

Type and typography can all play a part including punctuation, lettercase, typeface, and treatment. Find an idea.