



creative strategies

jordan guerrero

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instructor: frido

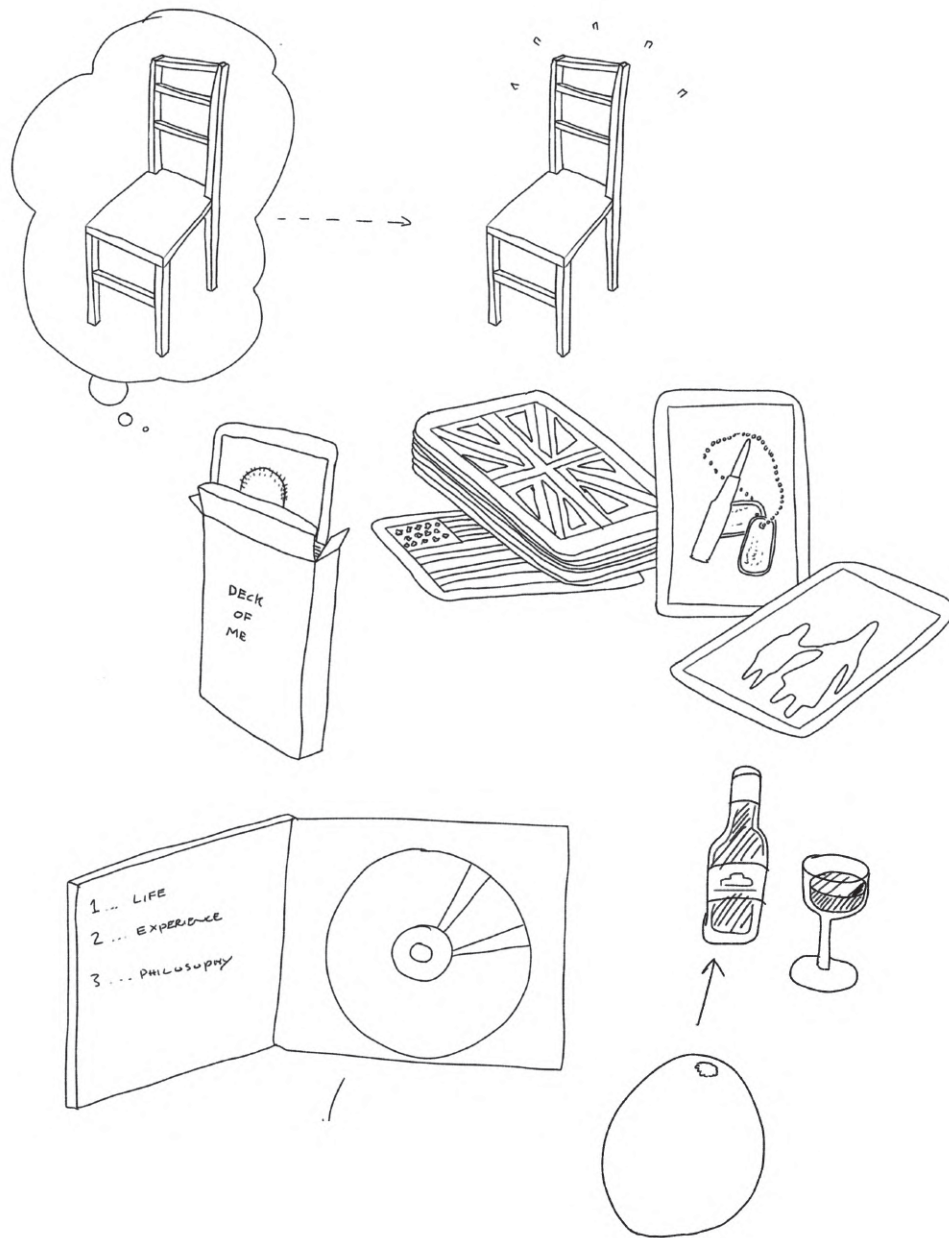
fall 2018

week one - digging deeper

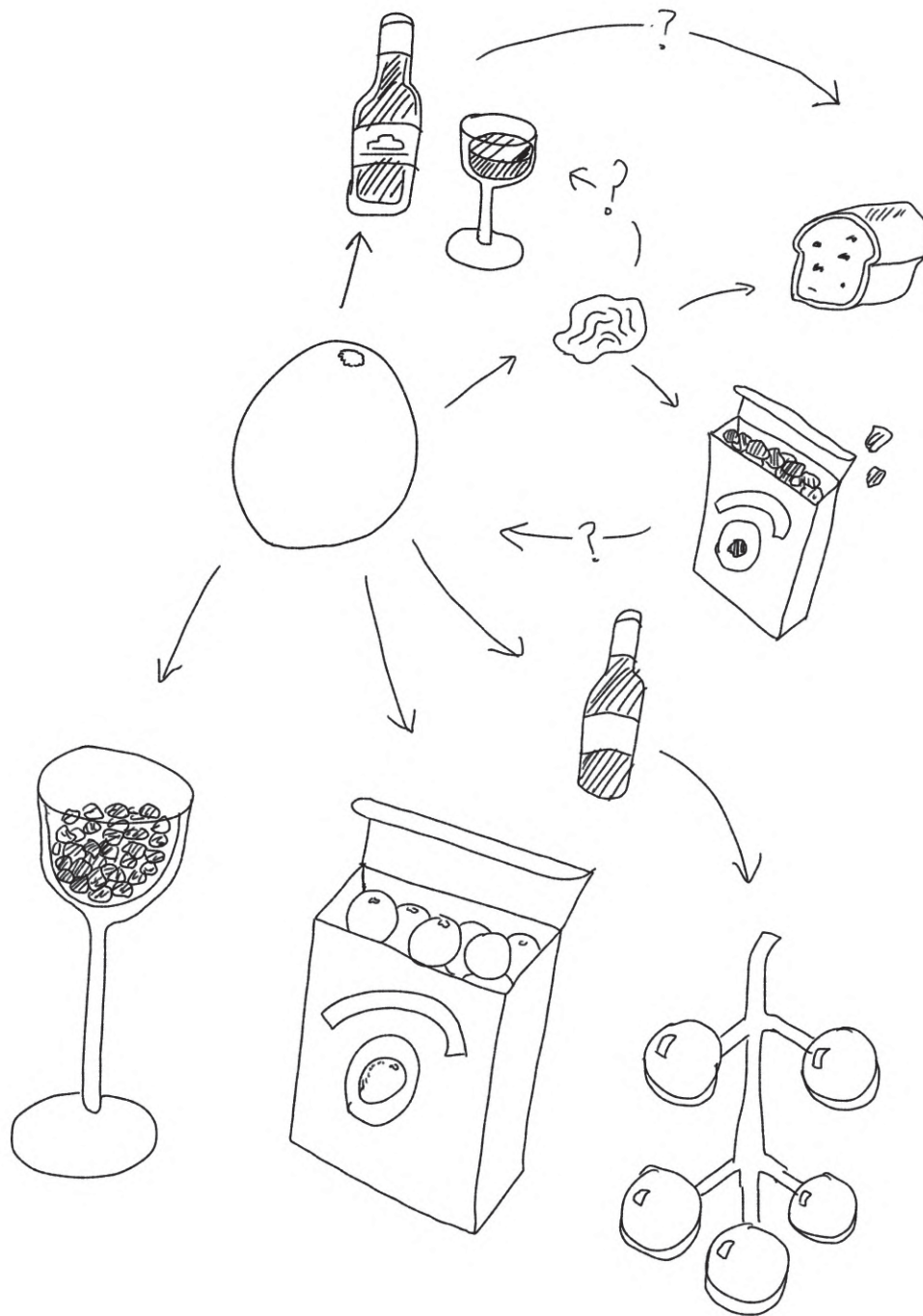
the purpose of this exercise was to create a self promotion that represented you as a designer.

initial thoughts

who I am as a designer is due to the culmination of my experiences in life, and how I have used those experiences to shape who I am as a person. for design, I believe the opportunity to create something emotionally valuable lies between the abstraction of the object before it exists, and its manifestation. here, ideas of layering are explored in the cards. the grape to wine was a concept of how grapes use the same material to become different things such as raisins.

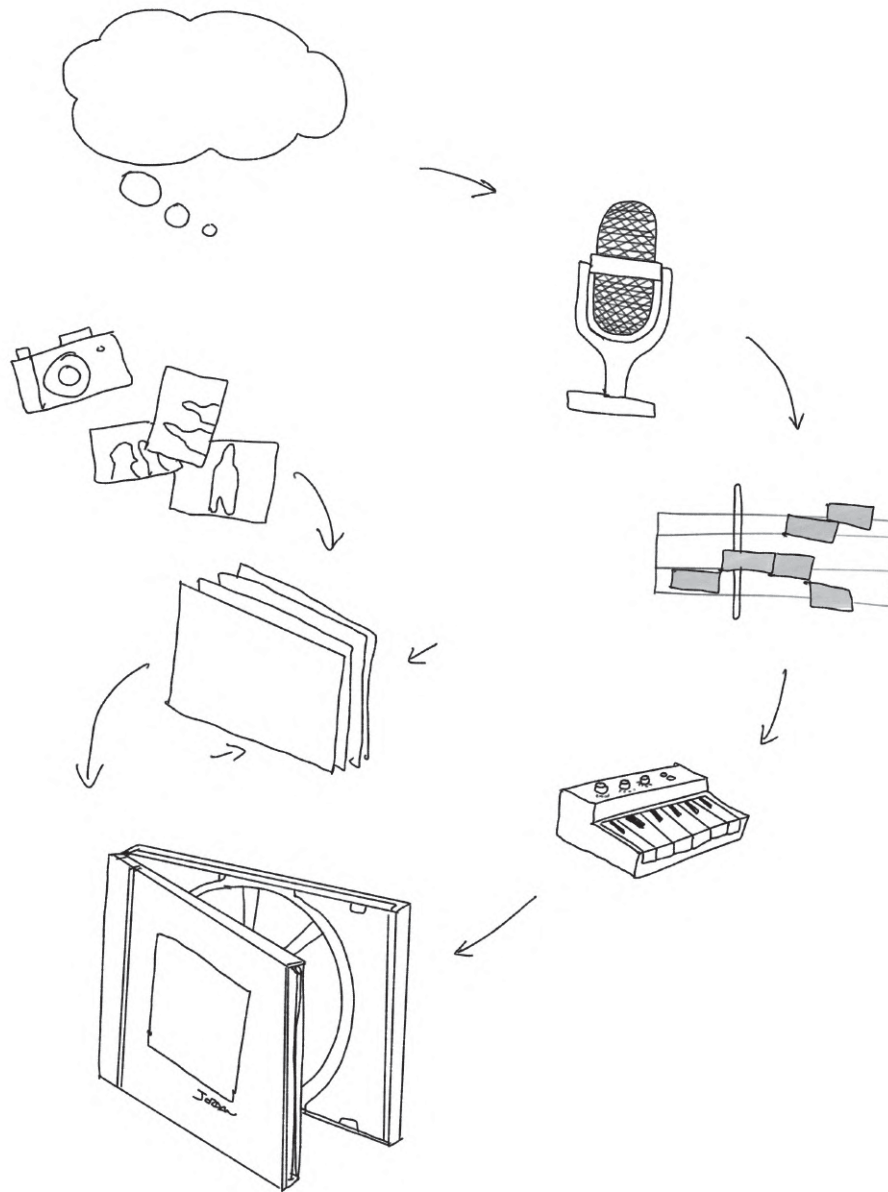


grap to wine concept



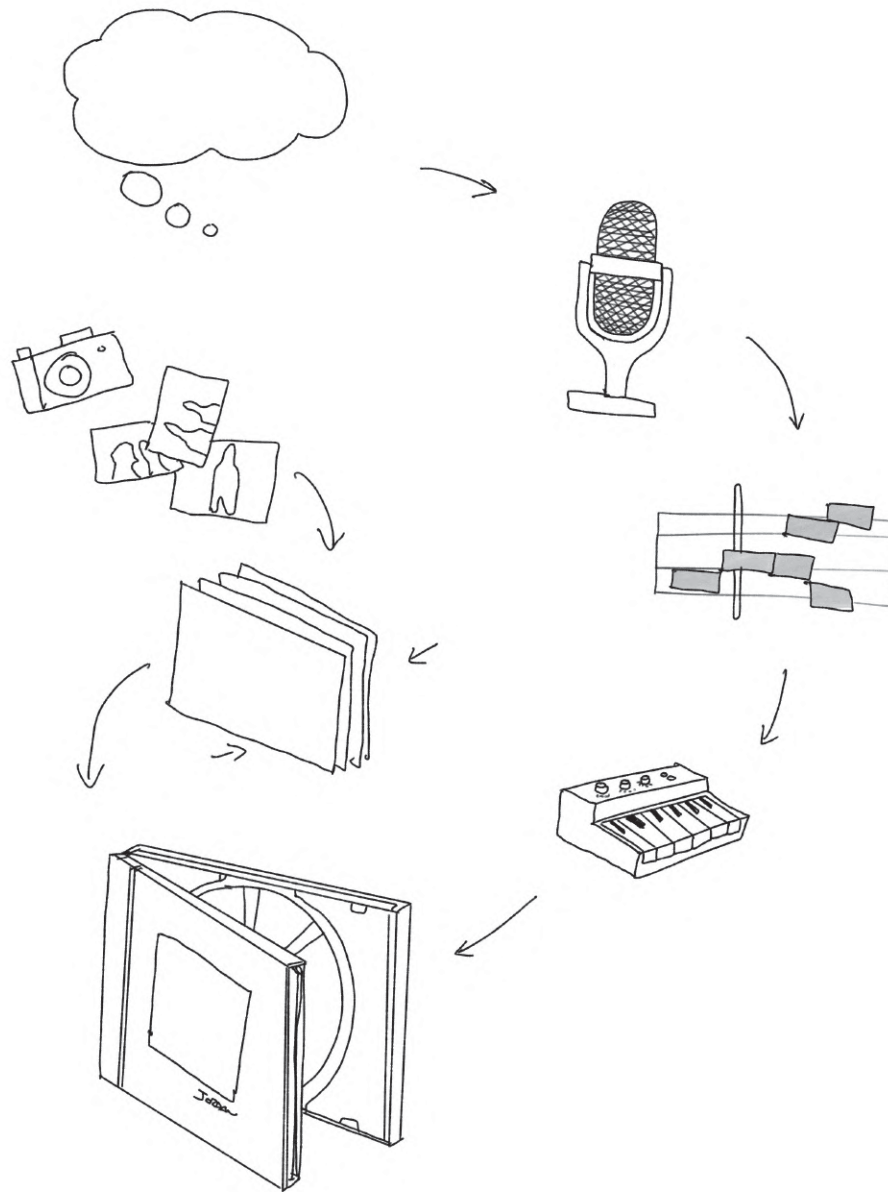
cd of jordan

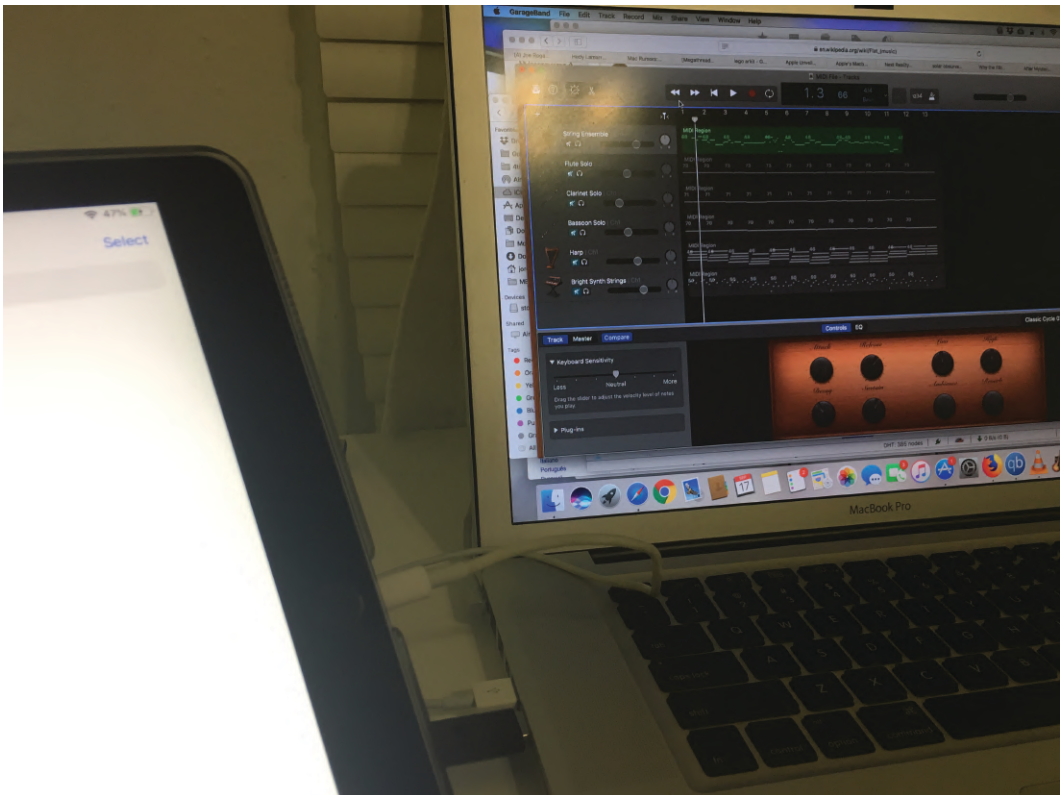
i distilled my ideas about design, and the story of my life into four parts; life, where i come from; experience, the experiences that i have had; molding, how those experiences shaped me; and philosophy, what i believe based on who i have been molded into. the music is created by recording myself telling these stories, and converting that into MIDI data, and then assigning instruments to that data. the cover is comprised of photographs at significant staged of my life, merged together.

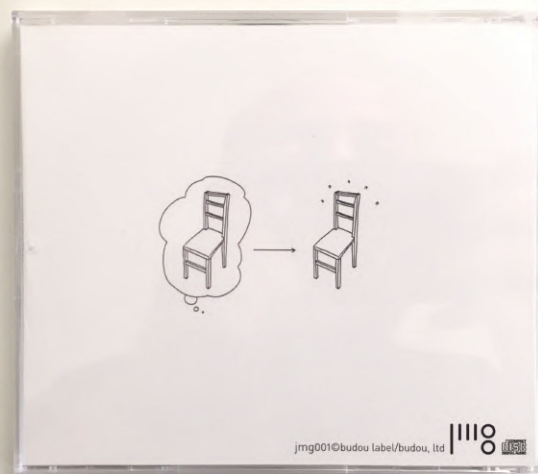


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life...

i was born in america, and raised in england by a single mother. i was always told i was american, and so it was true, but it did not manifest in anything other than a passport, and so i did not fit in by my own doing. i lived in the wonderment in the moorlands of devon. my dog was my best friend.

experience...

i was not allowed to use black crayons, and now i only wear black. my mother shielded me from scenes of violence, and then i went to war. i had no father present, and so i found one where i could.

molding...

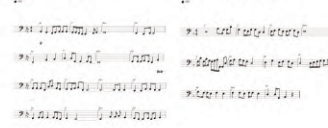
i have been alone, and different, and amongst brothers, and the same. i have overcome every challenge i have faced, and more than i ever expected to face. the concept of what is a challenge has been defined by jumping out of airplanes, being accepted into schools, and being poor.

philosophy...

i have one life to live, and so i should endeavor to do something of value. but i can only do what i can. impressionable and young, it appeared that change could be brought about through violence. but i see now that is not necessarily true. from a gun i can force, but from a pen i can influence.

to influence, there must be a manipulation in the space between the abstraction of some thing, and the manifestation of that thing. in this way, we can add emotion and value not inherently linked to the materials of what we make. the potential of this intangible quality is limitless.

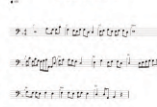
life...



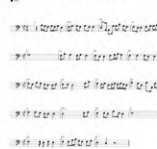
molding...



experience...



philosophy...





week two - problem framing

original question:

"how would you improve the artcenter education experience?"

new question:

"how do we dictate the world of design?"

summery

we pursue an education at artcenter with the goal of having marketable skills to enter the design field. but why even enter the design field? don't we have a strong belief of how design should be and thus want to decide that, rather than play along. there is no strong design movement at present aside from the concept of minimalism. therefore we should create a philosophy, and spread that philosophy to the large, widely spread alumni and thus companies. in doing so, we educate to this idea, rather than to the skills. each student either becomes dedicated to this philosophy or not. for those who do, they become part of a larger whole, giving their lives immense value.

to work towards this goal, a manifesto was created to give guiding principals on this new philosophy. an award was also created to stand as a testament to the philosophy, and spread the ideas to other designers.

manifesto

Man has always existed in two ways: in his mind, and in the world. Over time, man sought to manipulate the world to better reflect his abstract existence. We manipulate the materials and things around us, imbuing them with our thoughts and dreams. But this reflection has become foggy and unclear. As designers, as humans, we must endeavor harmonize our two places of existence.

Art schools have grown from a need to propagate the philosophies of art, and also to educate in the use of tools in order to espouse those philosophies. The tools have existed as an extension of mans arm; for him to do as needed in order to shape the world. But now, the tools have grown up the arm, and over the head, and constrained the desires that brought a need for tools in the first place. The tools now dictate their own existence, growing and multiplying, but like a disease. As the tools define their existence, they do so at the cost of the world they were supposed to shape.

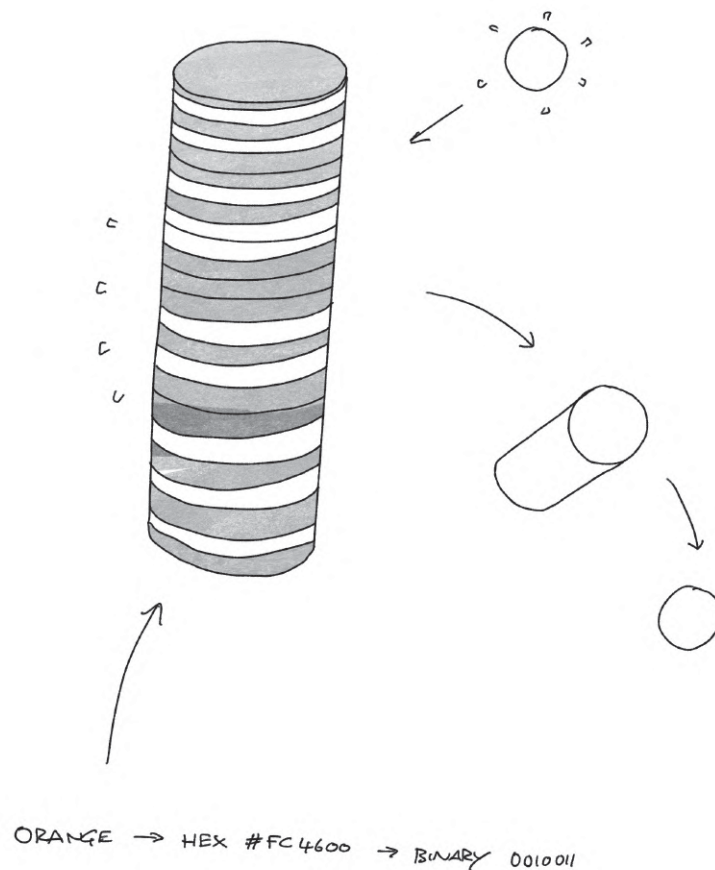
The never ending march of tools though has given us the opportunity to recapture them. Technology has progressed to a point where we are more able to bridge our abstract thoughts, and our physical environment. The tools have become so complexed, that there need be no barrier to who can create. We can now push the emotional qualities of the things we make back to the heights of abstraction from which they descended.

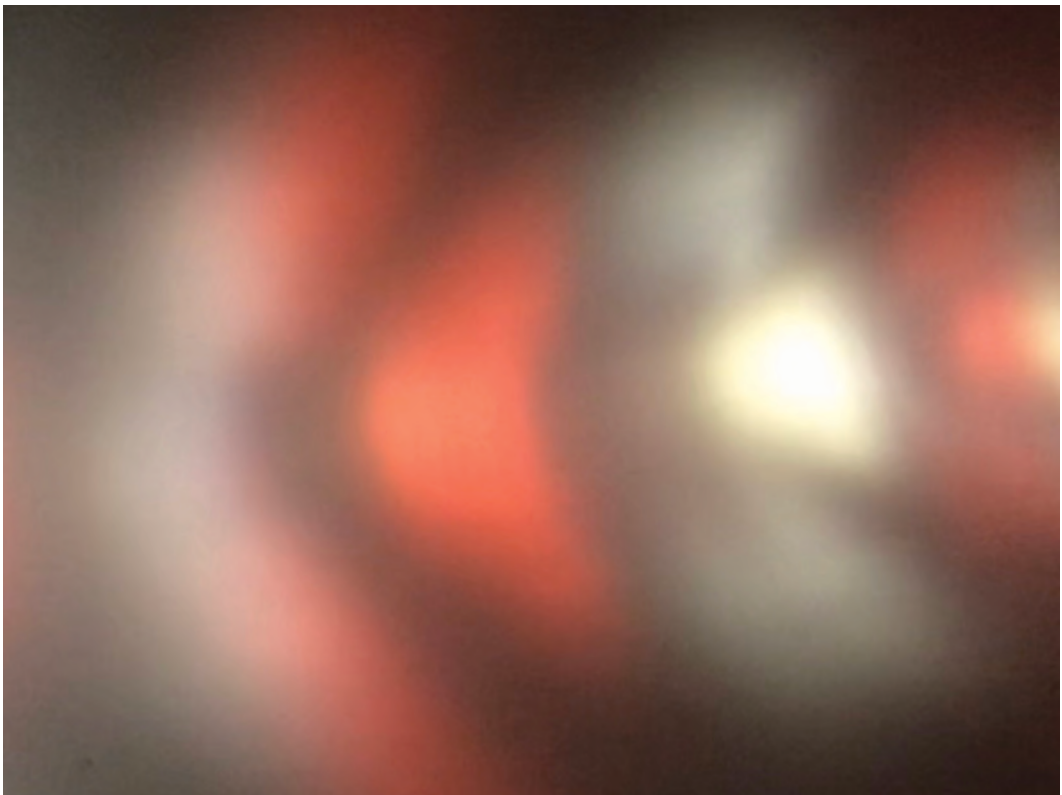
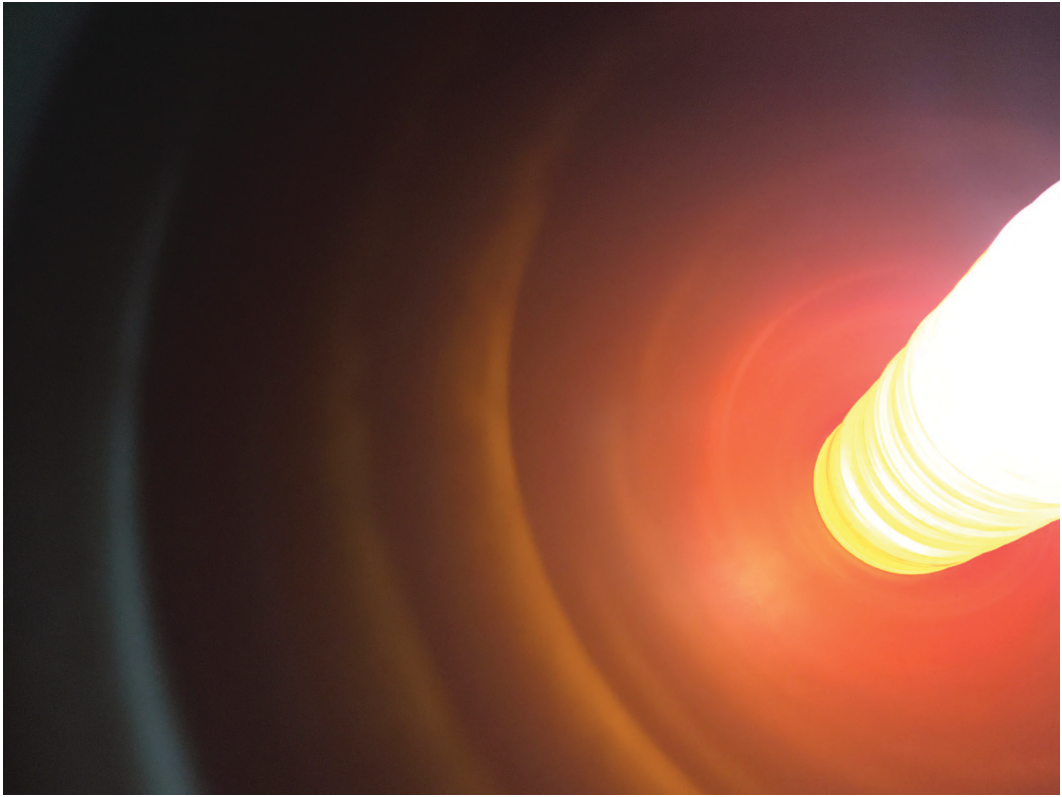
So, we must move forward by using the tools to manifest our dreams, rather than our tools be allowed to dream for us. Constantly adopt what we can in order to shape our experience as a true reflection of our most abstract thought. To do so will enrich our lives, the lives of others, and the world itself.

The Tool User.

award

the award is comprised of stacked clear and orange discs into a cylinder. the shape itself is representative of the shape of tools first used by humans. the arrangement of clear and orange is based on taking the artcenter orange hex code and converting it into digital. this shows the reliance on digital tools to manifest ideas. when the sun shines through the stack, the light bends, bounces and radiates in a circular patten. this shows the desire to spread the philosophy. when viewed from the top, the award shows the artcenter logo. also, the awardee is reflected in the surface, showing that they embody the philosophy.







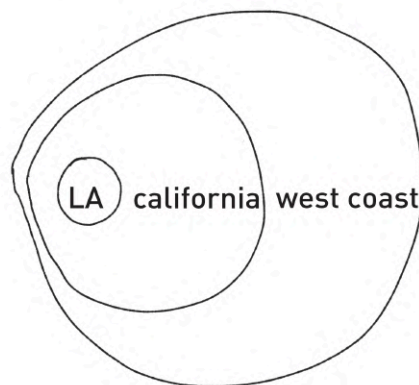
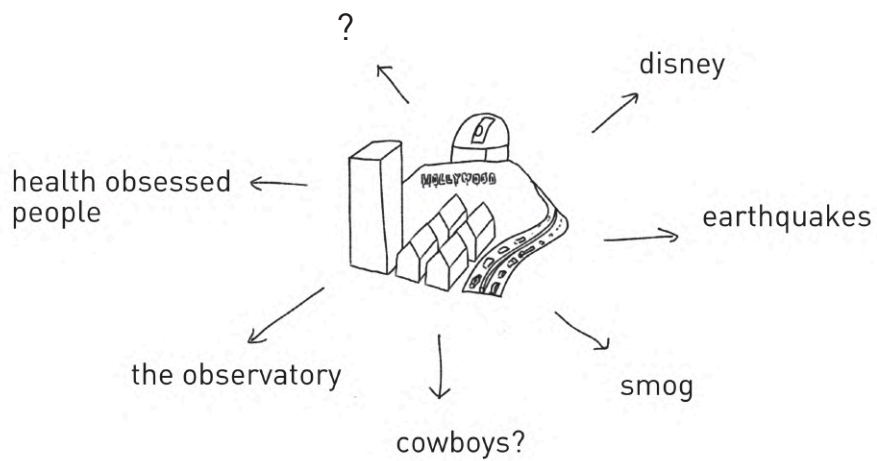
week three - pattern breaking

for this project. the goal was to design an original shopping bag for los angeles. the catch however, was that a long list of typical la things were not allowed to be used as inspiration. the list was as follows:

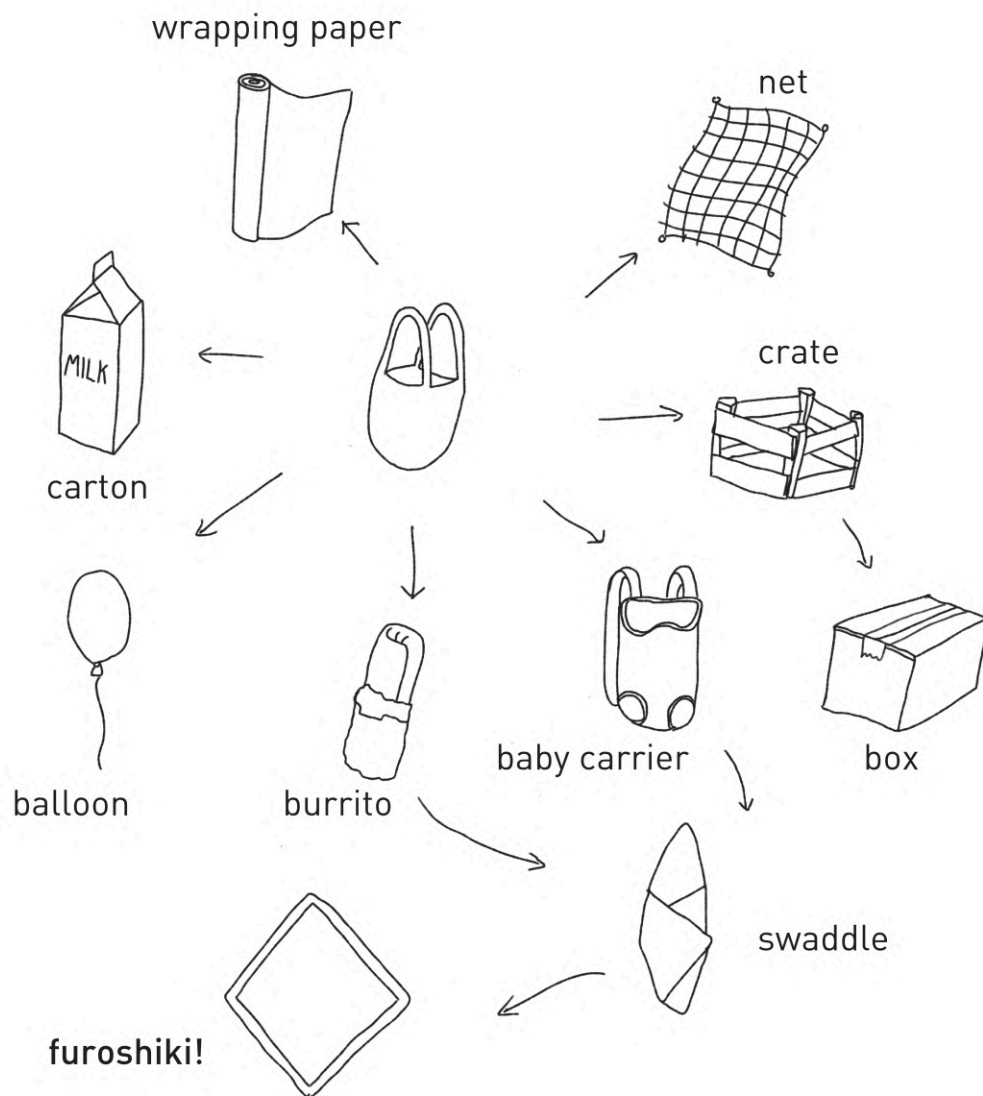
traffic, glam, street art, sunny weather, hollywood, tacos, palm trees, porn, gangs, fires, rappers, beaches, homelessness.

initial thoughts

if los angeles is non of those things, then what is it?



what is a bag?

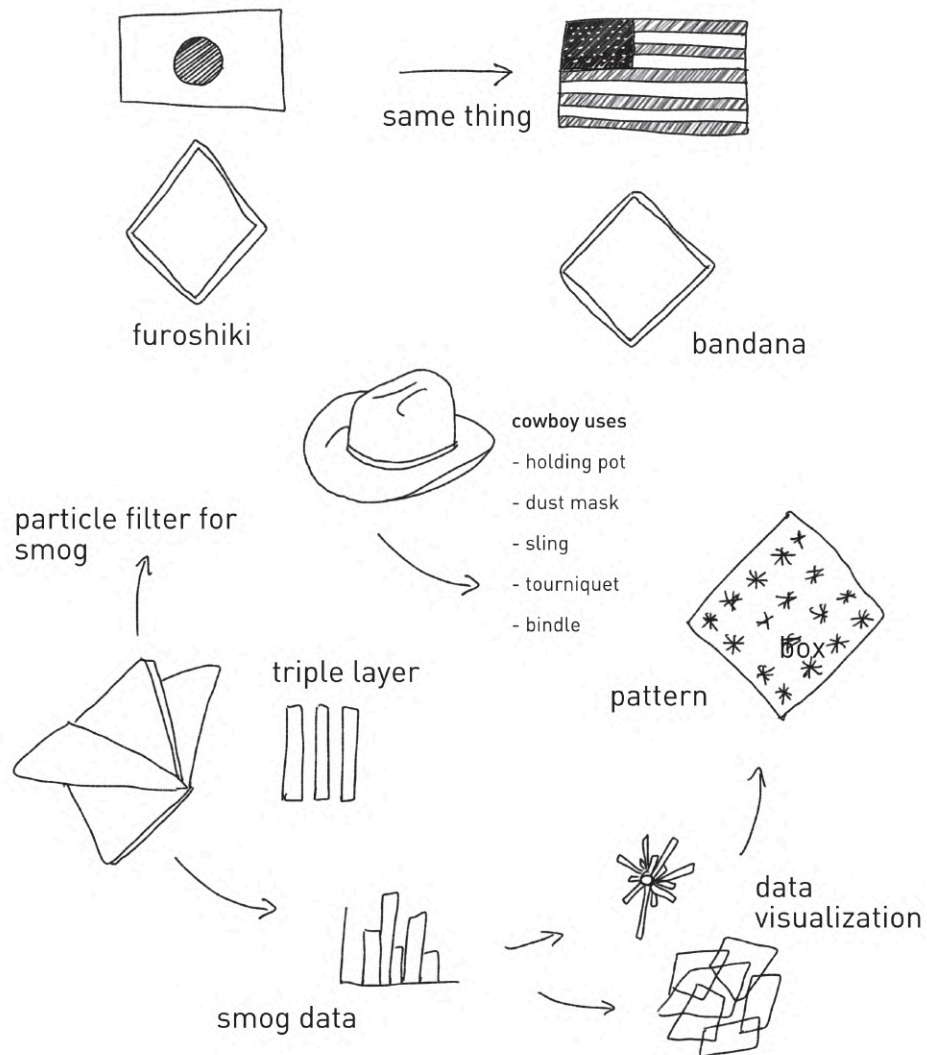


furoshiki

furoshiki is for wrapping and carrying things. cowboys used their bandanas for the same thing and are associated with the west. while made for carrying, the furoshiki when worn like a cowboy bandana addresses the smog issues as well by adding a filter. the pattern is created from visualized pollution data.

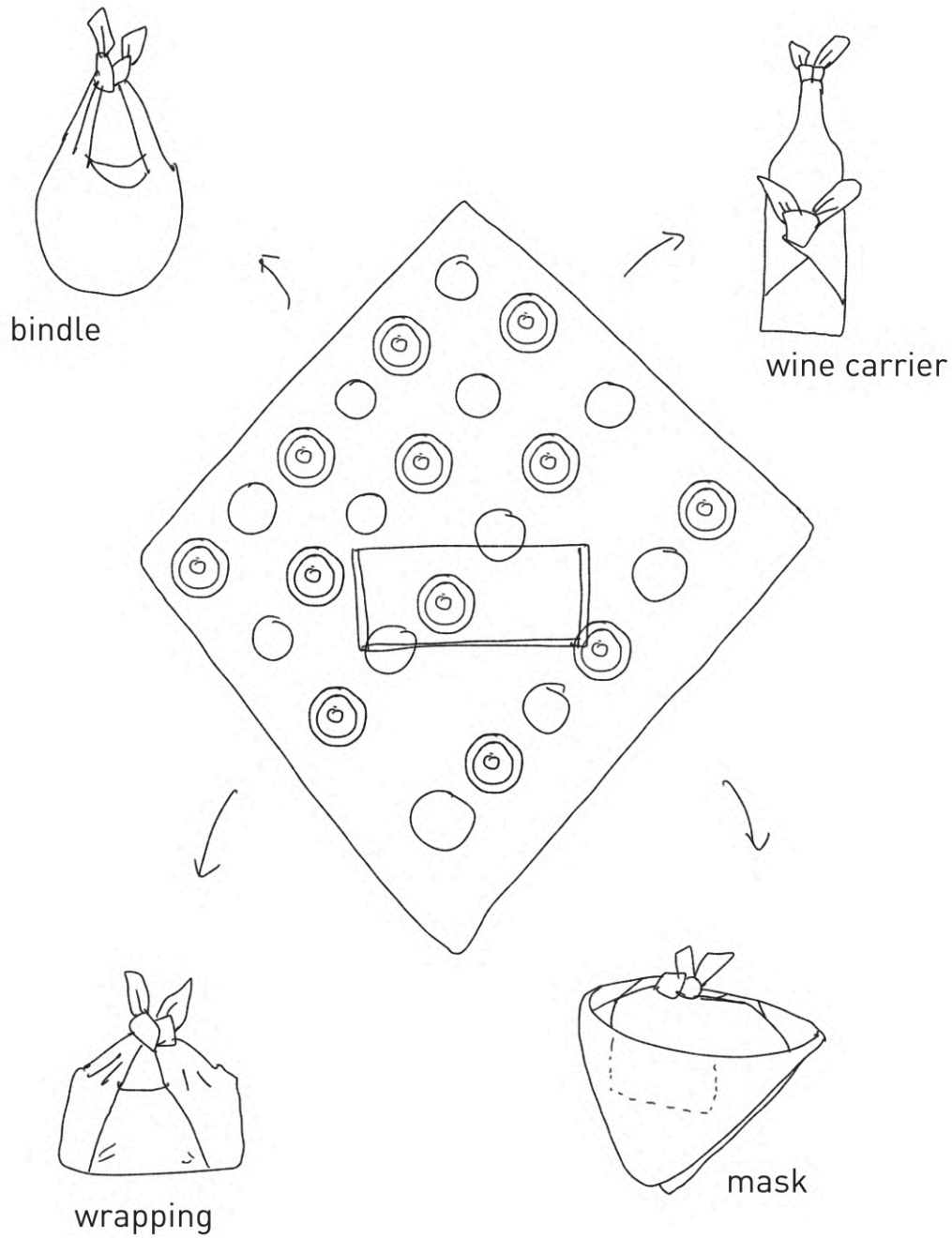
furoshiki = cowboy bandana?

furoshiki is for wrapping and carrying,
cowboys did the same thing with bandana



cowboy furoshiki

cowboy bath spread







mid class chess set

during the class, we had to construct a chess board of some kind. to save time, i made a mirrored chess board so only half had to be made. the double sided playing pieces reflect the opposing color, so you can play against yourself.





week four - planting limits

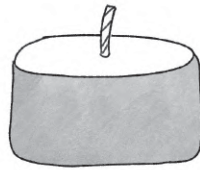
"package tea lights using interesting limitations."

the limitations is set were:

- no paper or cardboard
- use only what is in my apartment
- packaging should be useful
- it should look like something else

things a tea light is like

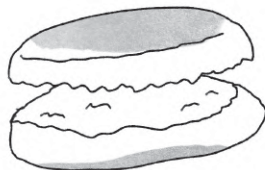
to get an idea of how i should package the tea lights, i tried to imagine them as other things based on their shape.



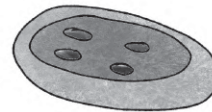
burger patty



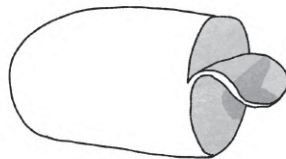
hockey puck



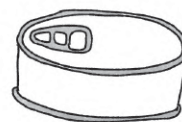
biscuit



button



baloney



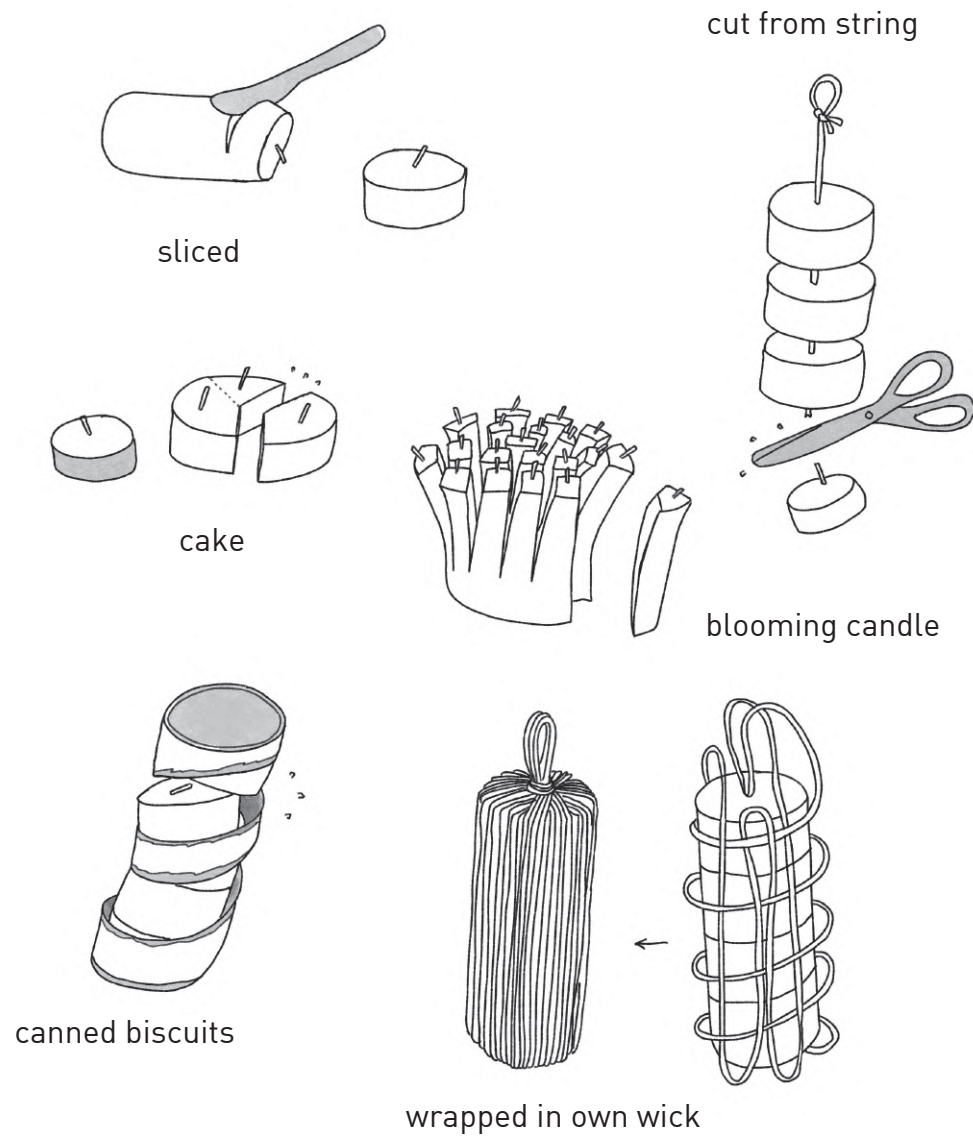
tuna can



a coin

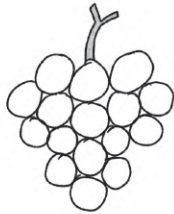
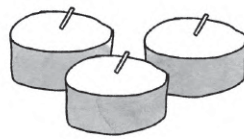
ways a candle can be divided

how a single candle could be divided was explored to try and generate an idea based on breaking parts off a bigger whole.



things that come together

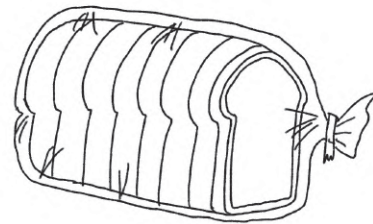
because a limitation was that it should look like something else, i thought of things that come together but are made of parts.



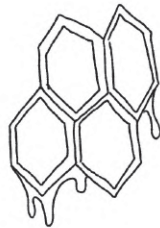
grapes



flower petals



sliced bread



honeycomb



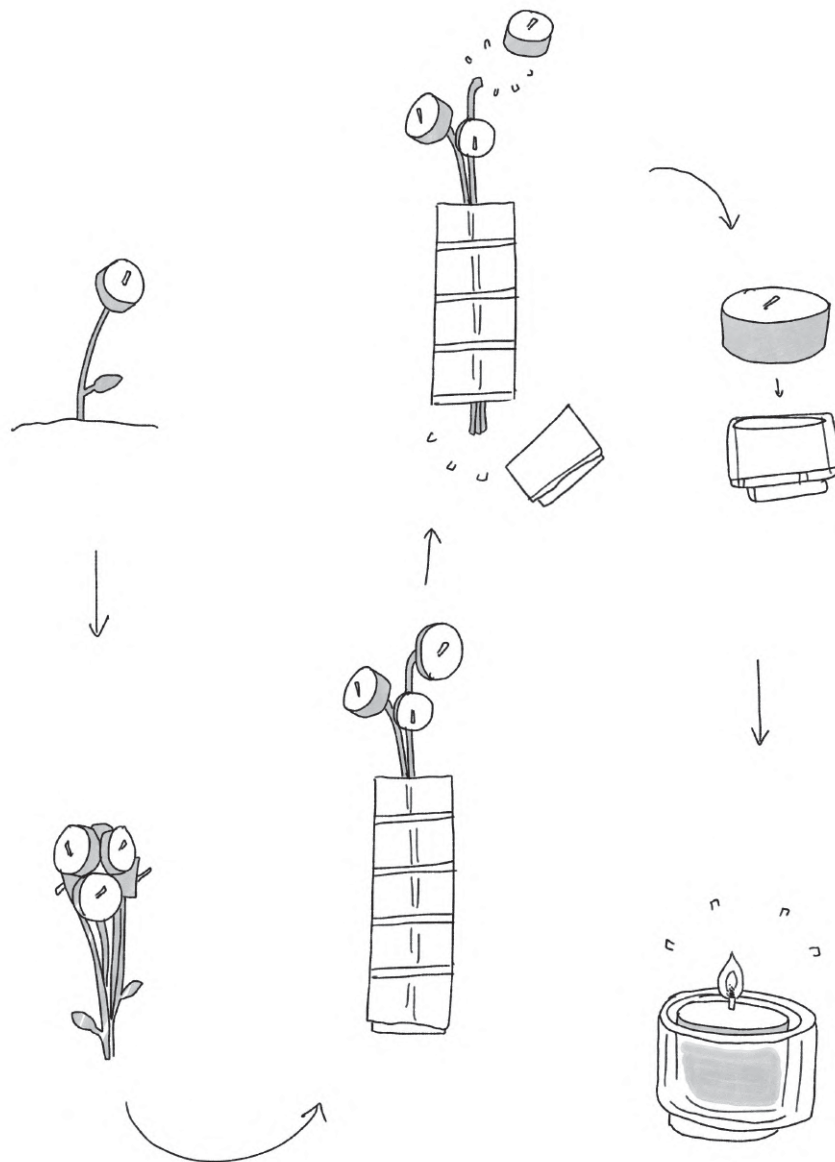
bananas



garlic cloves

flower tea lights

the flower tea lights come as a bunch of flowers in a vase. they are plucked from their aluminum stems, and placed in a segment of the vase. from a bunch of flowers in a vase, you create an array of tea lights in holders.







week five - collections

we were tasked with bringing in collections of things that we collect. the class was then randomly paired and, based on their collection, we were to design a gift for our partner.

sanggil

my partner was sanggil. the things that stood out to me was his hobby of playing billiards, and his habit of rearranging his room every week.

Creative Strategies: COLLECTIONS

Please provide insightful information and print clearly. We will use your information for the presentation.

Your Name: Sanggil Han

Your inspiration behind the collection:

Trace of ideas and inspirations
and memories of where I went and who I met

Your hobbies:

Playing Billard, Playing golf, watching movie reviews, Short nap

Your favorite design, designer or philosophy:

Physical: Porsche Philosophy: Simplicity / design is an act of a
communication of deep
understanding of a person
whom the designer is
communicating.

Something people do not know about you:

I change my room interior every month.

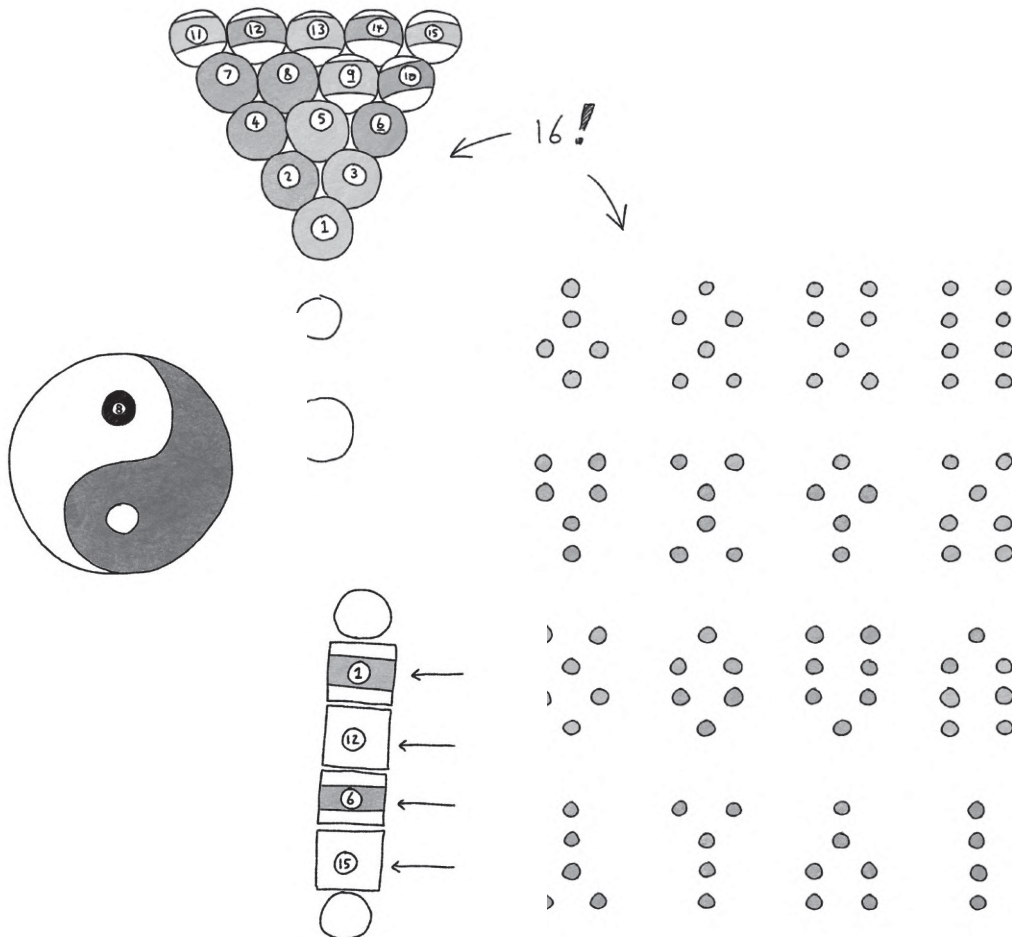
Your favorite place to visit to get inspired:

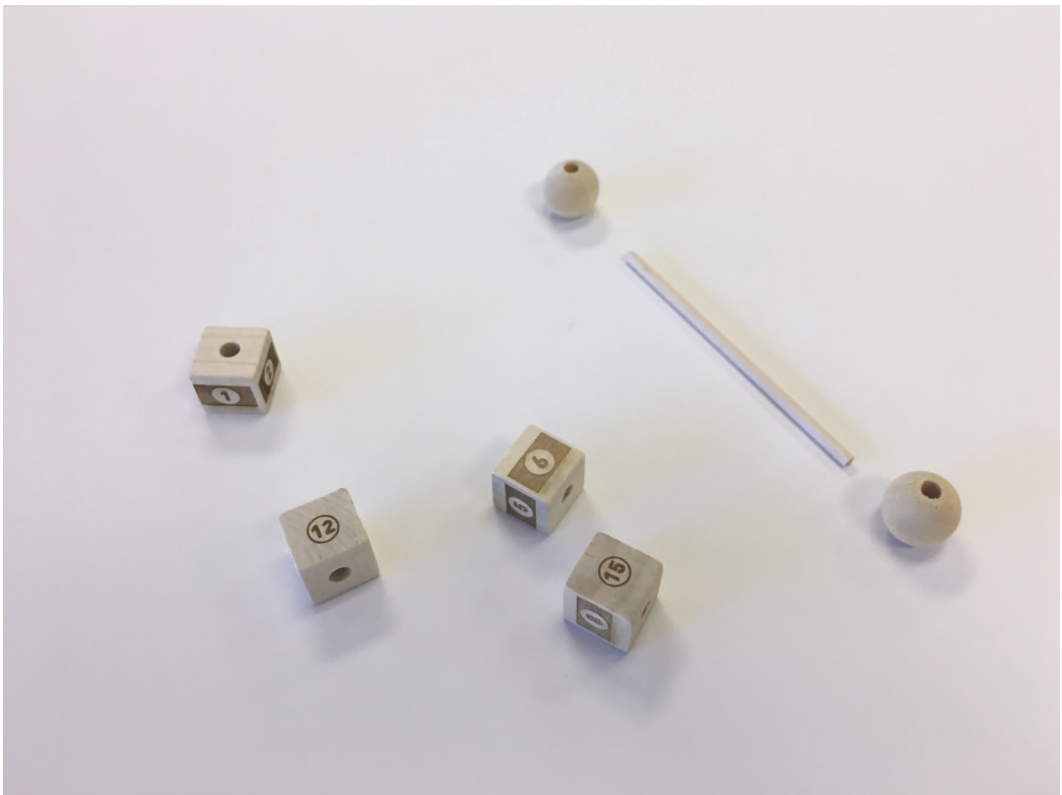
Golf range, course / Hidden restaurants
where I can try new food.

feng shui dice

i wanted to find a way to combine his habits and hobbies, and for them to influence each other.

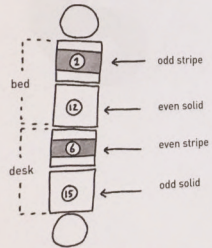
i started with the concept of feng shui for arranging his room, and combined it with dice which are used to decided fate. the dice arrangement was not decided by rolling, but by the billiard balls. in this way, how he plays billiards decides how his room looks, and his fate is linked to his hobby.





how to use

each dice has an even and odd striped and solid number, as balls are pocketed, turn the matching number to face you, in the end, you will have a top set and a bottom set, use the corresponding chart to understand the meaning, and move your bed and desk accordingly, in this way, your furniture arrangement reflects your fortune.



meaning

passion	loss	negotiation	people
success	relationship	fertility	power
financial	protection	strength	joy
luck			
completion	profit	resolution	change

furniture map

passion	loss	negotiation	people
success	relationship	fertility	power
financial	protection	strength	joy
luck			
completion	profit	resolution	change

week six - failfast prototyping

using failfast prototyping, create a cake with no ingredients.

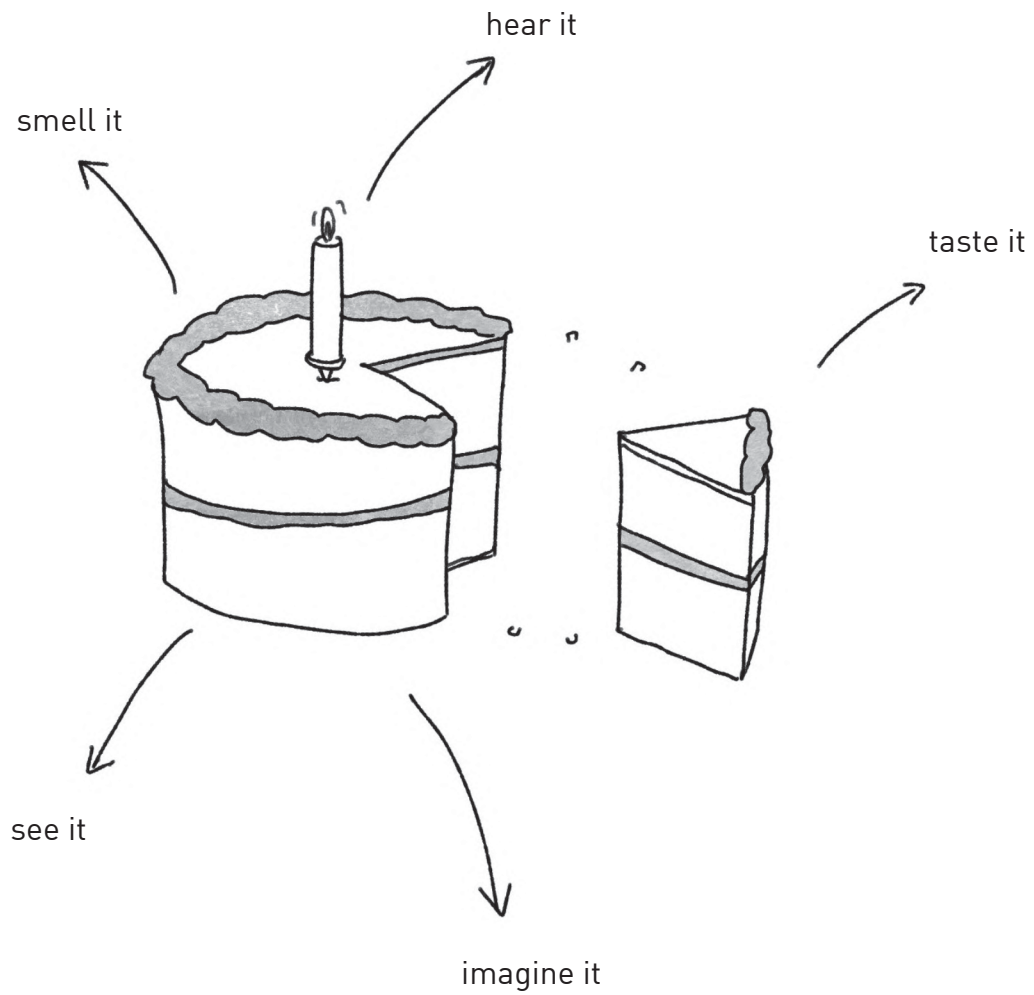
initial thoughts

what is a cake?

noun: an item of soft, sweet, food made from a mixture of flour, shortening, eggs, sugar, and other ingredients, baked and often decorated.

verb: to dry and harden.

how do we understand a cake?



make a cake by eating it?

i tried to make a cake by eating one



bake a cake with nothing

i put nothing in the oven. nothing came out.



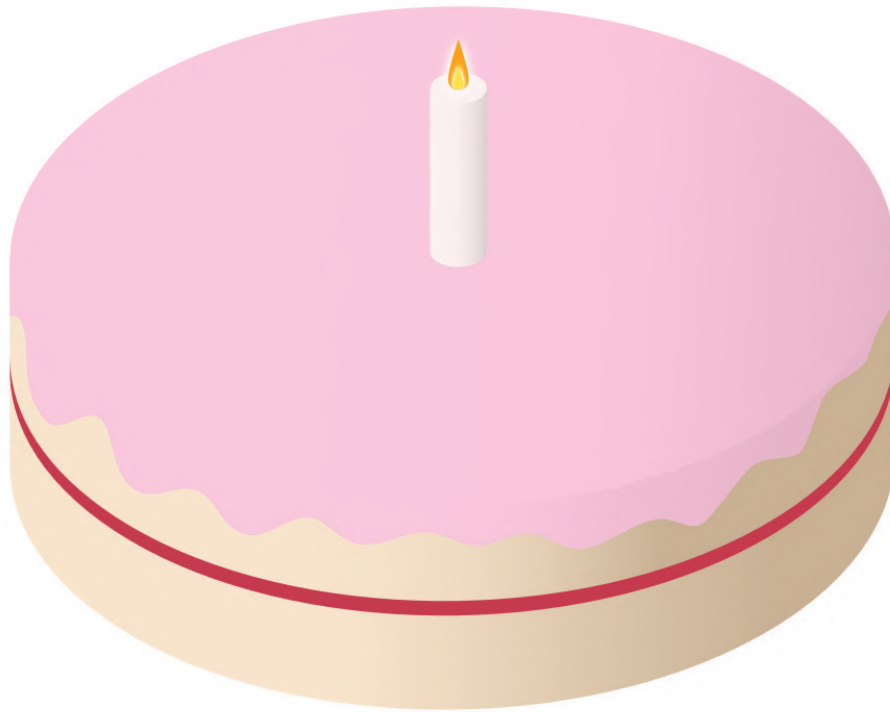
make caking happen

this was disgusting and ill planned.



see a cake?

if you see a cake, does that make it exist?



the idea of cake

cake mostly exists in your mind. it gets in your mind through taste and smell and sight. taste means baking a cake so the next sense is used...smell. a combination of oils were used to create the smell of a cake, and packaged in a spray and car tag. through these products, the idea of a cake enters your mind.



week seven - perspective shift

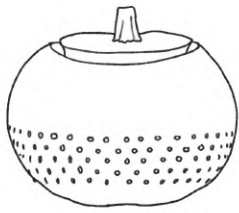
the idea for this project was to design a halloween pumpkin, but from a different perspective. this could be another designer, or even another culture.

initial thoughts

i thought about what i like, and what others like. then tried to imagine pumpkins through the eyes of other designers and companies.

things i like: little color, easy shapes, stories

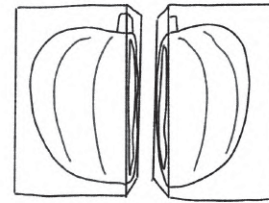
things they like: beautiful color palettes, organic forms, complexed forms, aggressive style, exotic materials, order, controversy.



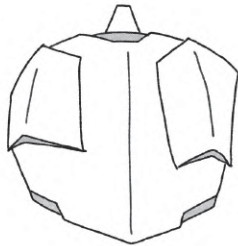
dyson



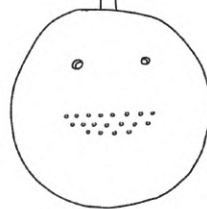
tokujin
yoshioka



damien hirst



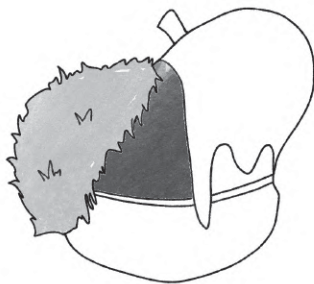
lamborghini



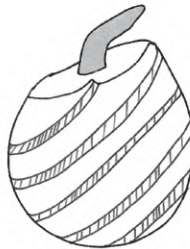
dieter rams



frank ghery



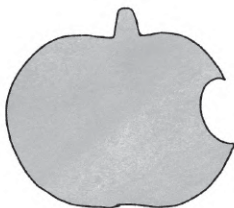
rick owens



yves behar



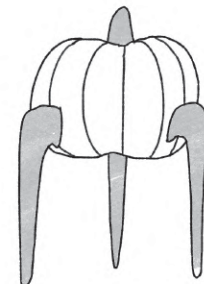
zaha hadid



apple



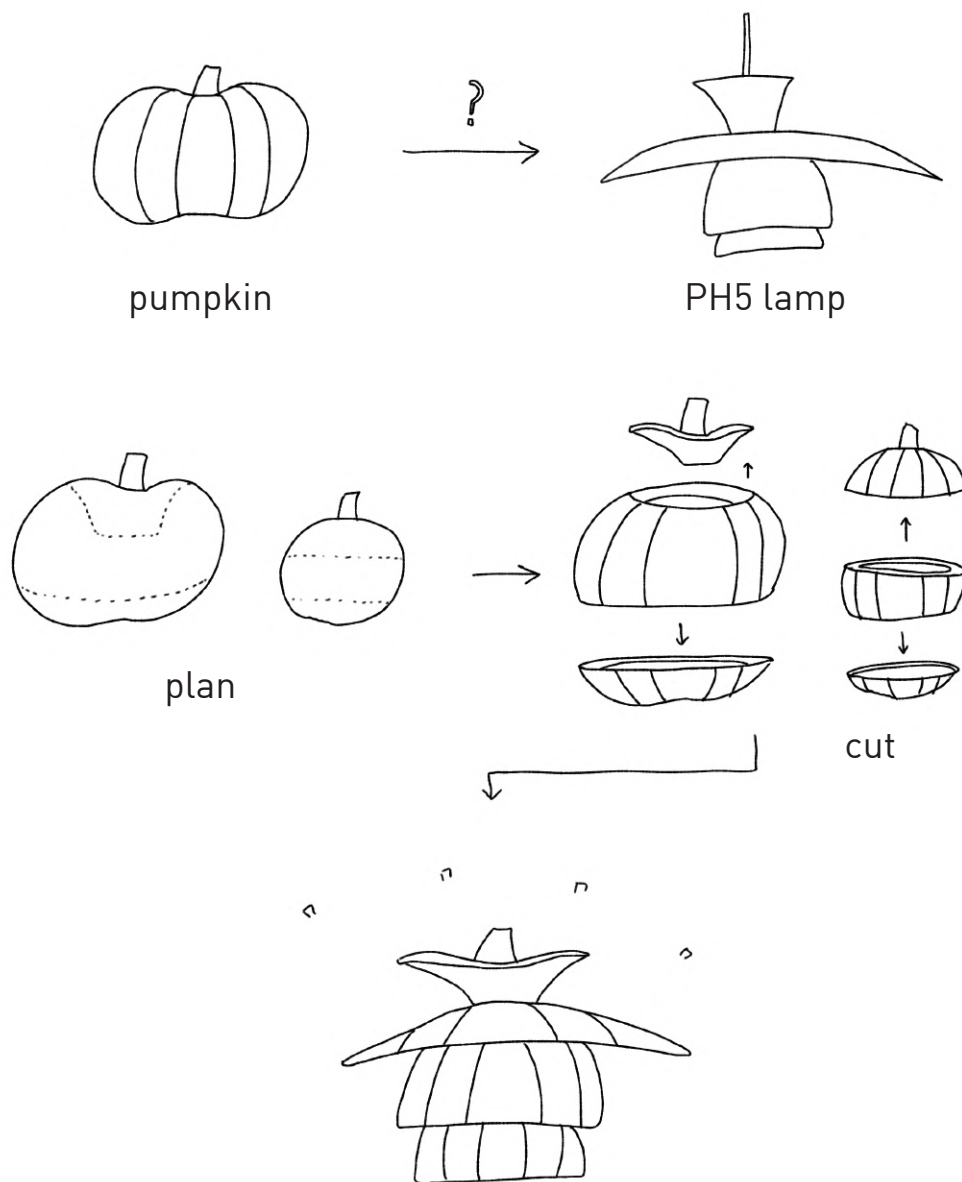
louis poulsen



philippe
starck

P(umpkin)H5

having just visited the louis poulsen showroom, i decided to parody the ph5 lamp. i was interested in how beautiful the lighting was yet it being a form which i would never choose or imagine on my own.







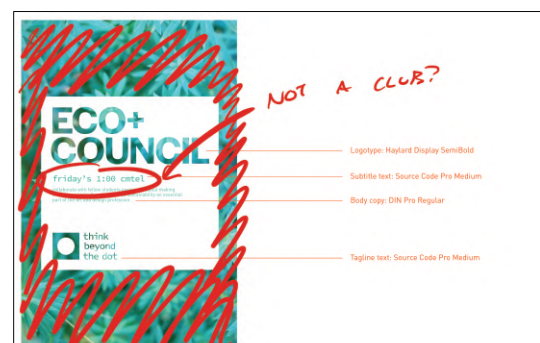
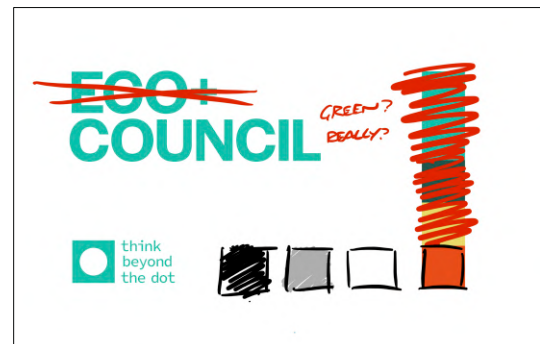
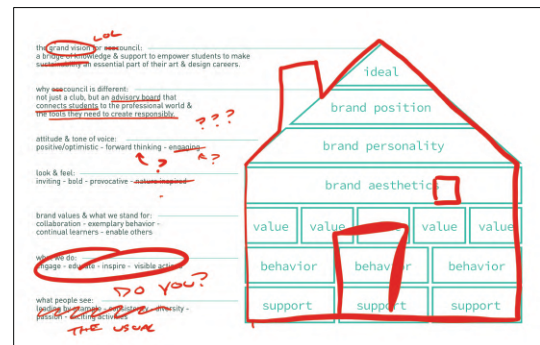
week eight - vision calibration

the schools eco-council gave presentation on what they do. they acknowledged however that they have a branding issue. we were tasked with rebranding them.

the presentation was predictable and boring. i went in steps to break down what i felt the issue was, and what a new direction should be.

step 1 - deface

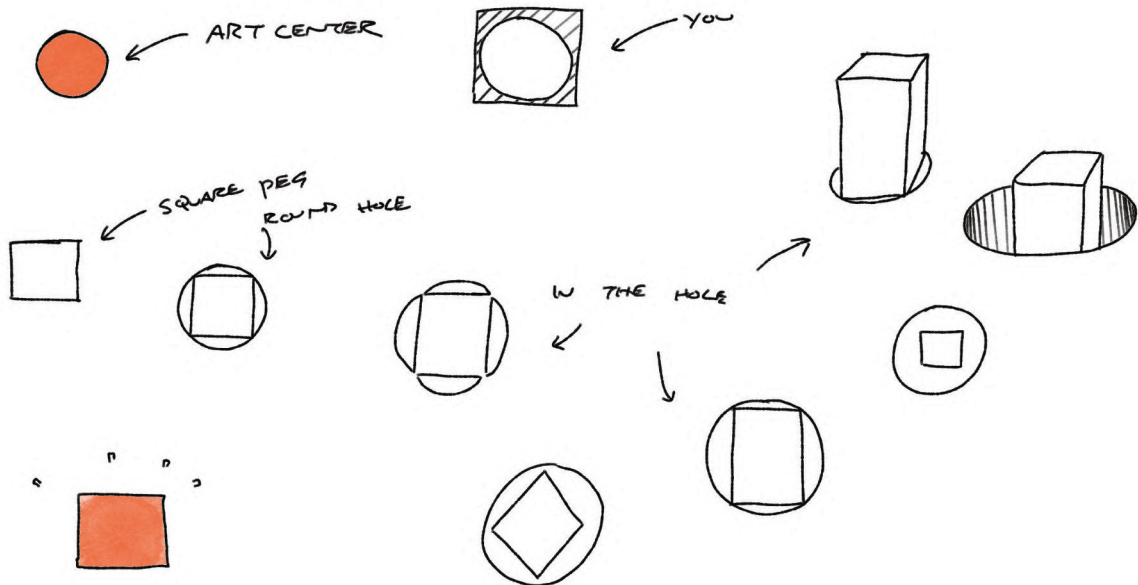
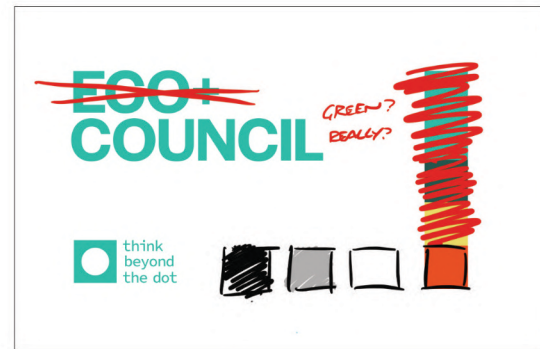
the initial presentation make a lot of grand proposals, but was flat, boring and predictable. the first thing to do was to pick through it and scrap the usual.



step 2 - rebrand

you lose everyone at eco.

no more sustainability, no more eco, no more environment, no more green, no more gardens, no more natural materials, no more "hippy stuff," and no more green.



step 3 - new identity

a new identity is needed. eco immediately puts the group in with all the other ineffective eco groups. council sounds authoritarian and bureaucratic.



the square is taken from the original logo, but emphasis is on the shape, not the "outsideness." as a square, it shows the group doesn't quite fit in the round hole [the orange dot], it is a square peg, and the group believe in new ways of thinking that don't quite fit what's expected.

so-ci-e-ty
noun

an organization or club formed for a particular purpose or activity.

square peg society because it is formed around the idea. free for anyone to join.

step 4 - the establishment

if you really want to change things, you can't just do the same thing everyone is doing.

successful campaigns in history, good or bad, have inspired, scared and subverted. not just say what they are.

if you really want to change things, you can't just do the same thing everyone is doing.

successful campaigns in history, good or bad, have inspired, scared and subverted. not just say what they are.

things i've heard

"what do mean you don't use clay anymore! what is this school coming to!? i'm going to bring this up at the next faculty meeting."

"if you don't do it the way i'm telling you to i'm going to kill your grade."

"you just can't get good results if you don't do it like this."

"it just doesn't look right without tracing paper."

"you guys'll see, no one really does it like that anymore."

"i'm telling you, paper is dead."

words from designers

"to do something new and truly innovative, does require you reject reason. And the problem is when you do that, the behaviours, what that looks like, can make you look a bit odd."

"my sketches are really awful."

"[i] usually [pitch a project] with a scrappy sketch and a verbal explanation, but occasionally, we develop something further before showing it."

"the world wants water, not taps. the world wants warmth, not a heater."

step 5 - new message

advocation for change, and to resist the prescribed way of doing things, while remaining honest, will be the vehicle for ideas to thrive.

**GOOD DESIGNS DON'T DO THEIR
HOMEWORK**

because that means using materials,
printing paper, using energy

**GOOD STUDENTS ARE BAD
DESIGNERS.**

it seems like the worlds greatest
designers would be bad students here.

FUCK YOUR CRIT, FOR OUR FUTURE.

if you truly care about your impact,
you'd risk a bad grade to not print.

SLEEP TO DESIGN.

sleep is part of a healthy creative diet,
just as vacations are, so staying up
won't make you a great designer.

**these statements are intended to
spark interest and conversation, not
to demean or belittle.**

posters

GOOD STUDENTS ARE BAD DESIGNERS

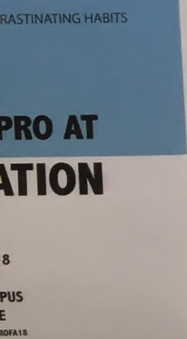
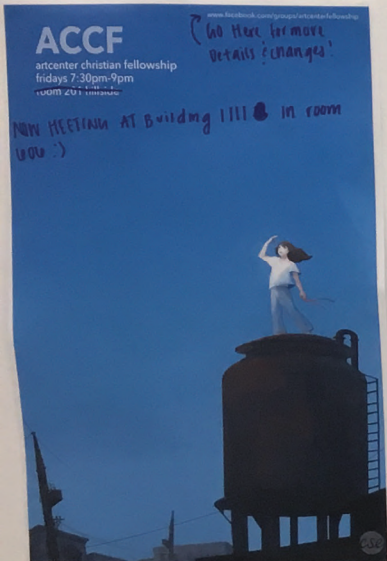
posters

**FUCK
YOUR
CRIT, FOR
OUR
FUTURE.**

posters

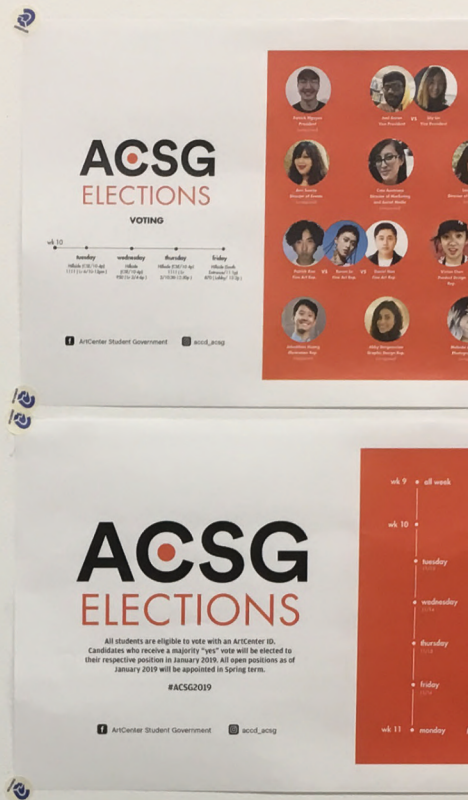
PRINTER OUT OF ORDER

step 6 - propaganda



FUCK YOUR
CRIT, FOR
OUR
FUTURE.

Square
Peg
Society



step 7 - out of order

out of order signs to give a helping hand in the adoption of a paperless movement.



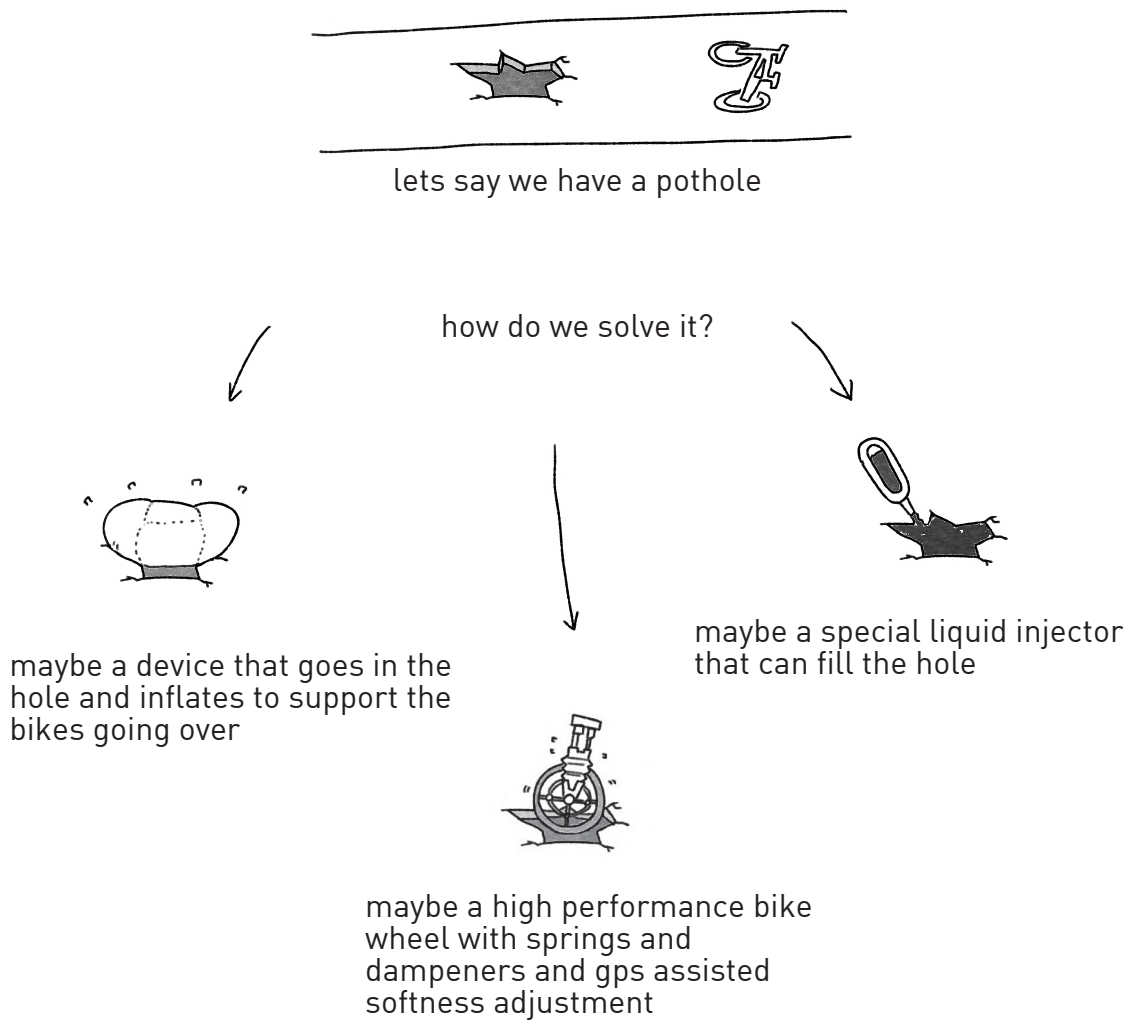
week nine - reality hacking

for this project, we had to hack into reality to our fellow students day.

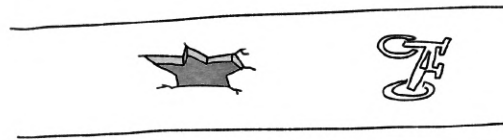
fixing a pothole with coffee

we often start projects from the idea of solving a problem. but sometimes the solution is somewhat dubious. it's not that i don't think designers can solve problems, just that maybe there are other ways we can do it.

i've come to think of it like this...



but why was there a pothole in the first place?



maybe when the asphalt was laid, the worker half asses it



because it was early and he felt under-appreciated



so maybe we could design a coffee mug



and in turn, he always does his best, and the road lasts longer.



that somehow lets him feel appreciated every morning



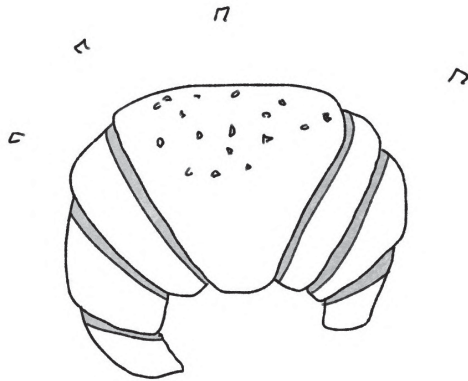
the first step in brightening the day of an artcenter students was buying coffee.



and then handing it out to security, and the custodians, and the coffee stand guy.
the ones who maybe feel under appreciated.

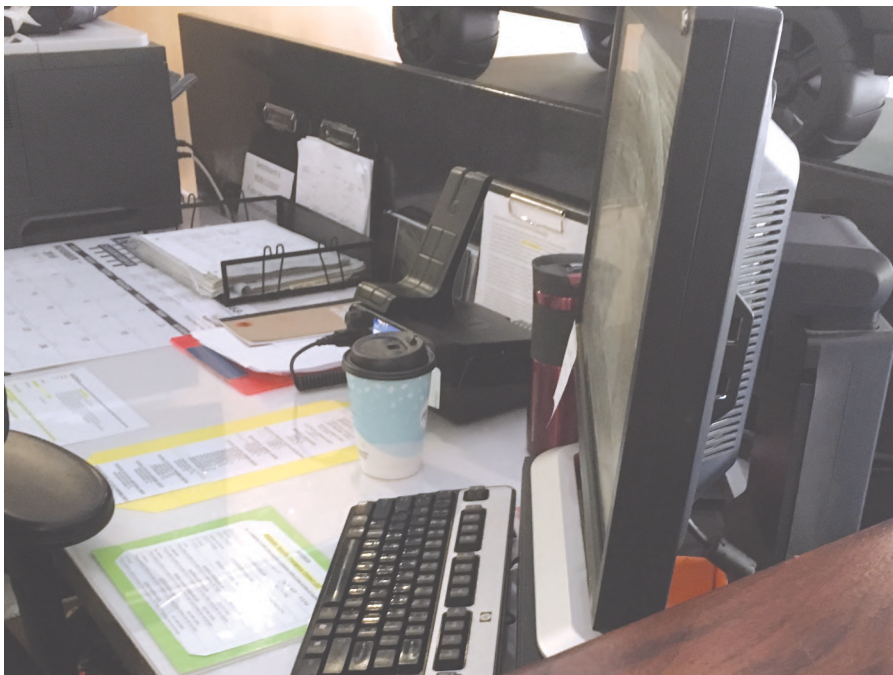


the guy at the coffee stand offered me a pastry, but we agreed he should give it to the next student.



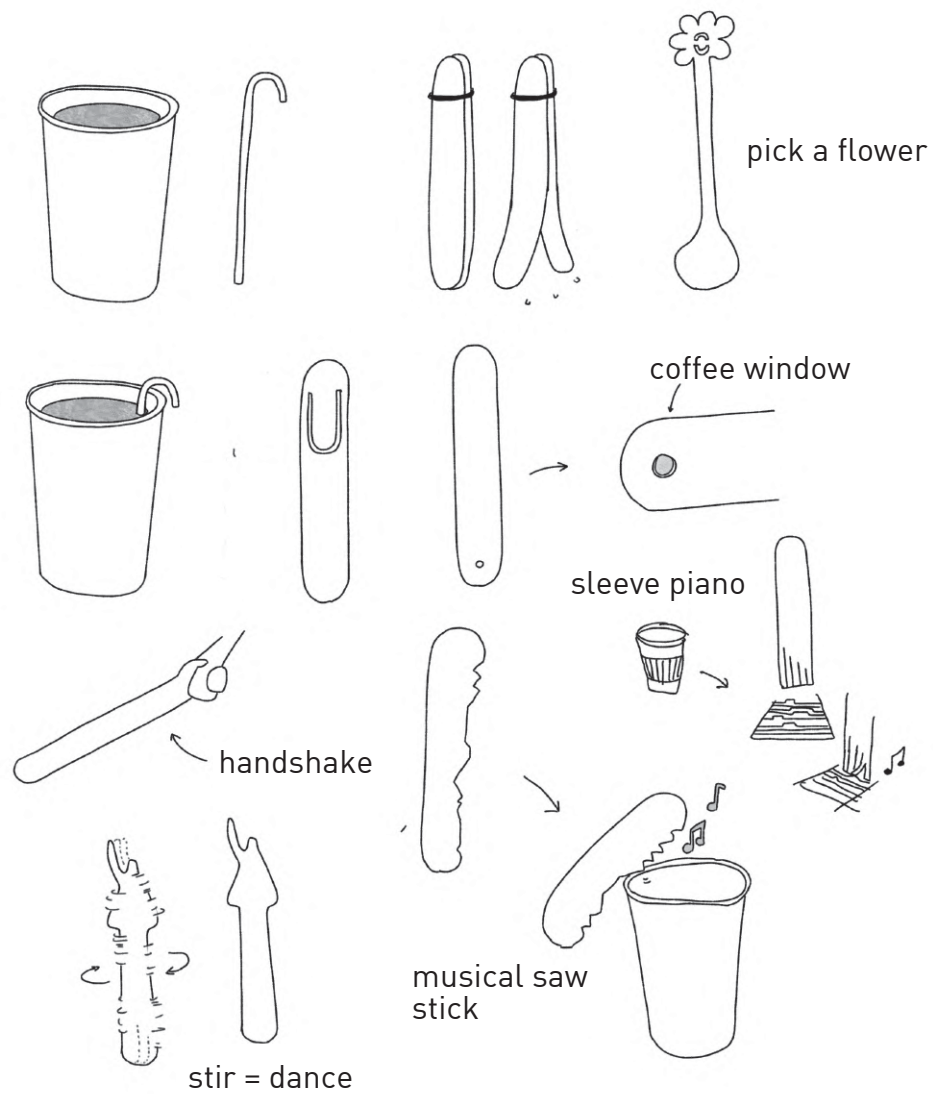
FREE!

so by brightening the day of these people, in turn, maybe we can brighten the day of the people around them.



coffee stirrers

for fun, i designed some coffee stirrers that could maybe give you a little smile in the morning.



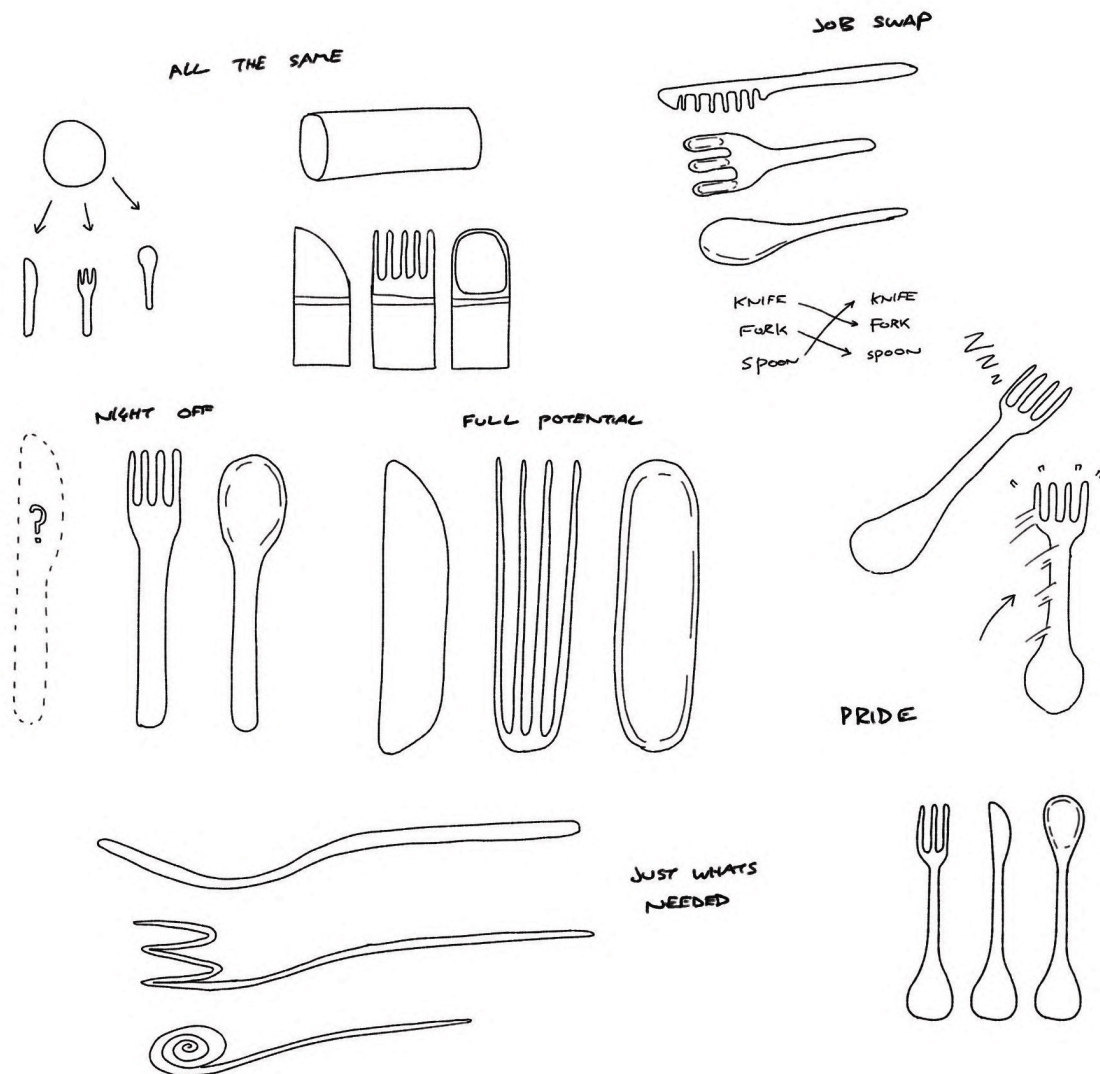


week ten - creative remix

this final project was to take existing things and ideas and remix them into something new.

considerations for cutlery

i often like to think of objects as having emotions and feeling, hopes and dreams. so, i decided to design sets of cutlery that were considerate to the cutlery themselves.



a night off

by removing the knife from the set, the effort is placed on the person preparing the food, and it must be cut and easy to eat before being served.

the round tines on the fork means the food must be soft too.



full potential

the usable end of the cutlery is extended the full length of each piece. although it may not be particularly comfortable to hold, it allows the utensil to live up to its full potential.



pride in your work

usually, cutlery lays submissively next to our plates and bowls. to reflect the important part they play in eating, here they stand next to the dinnerware with pride and confidence. also, the standing end fits comfortably in your palm.



equal opportunity

each piece is made from the same shaped blank, giving them the opportunity to become any utensil they want.



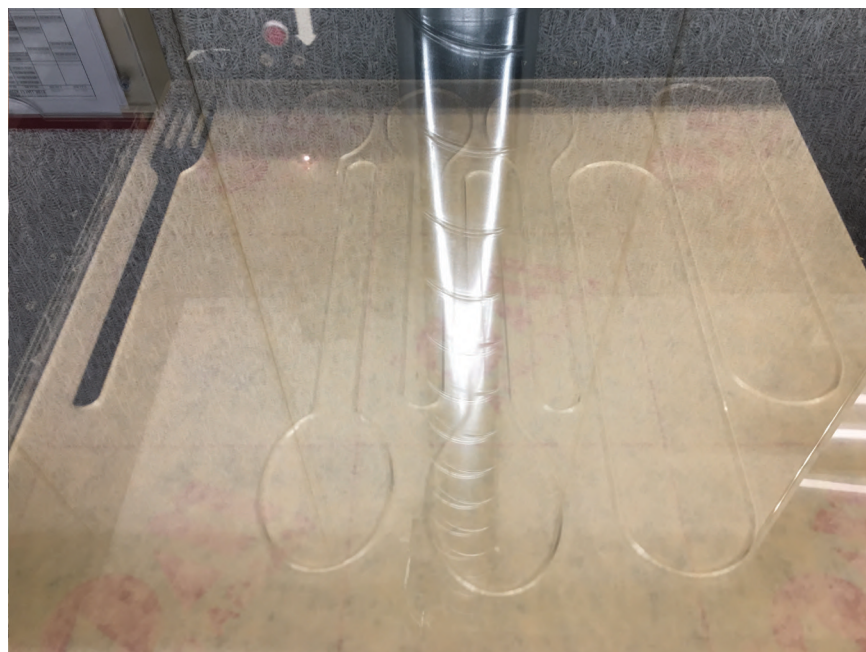
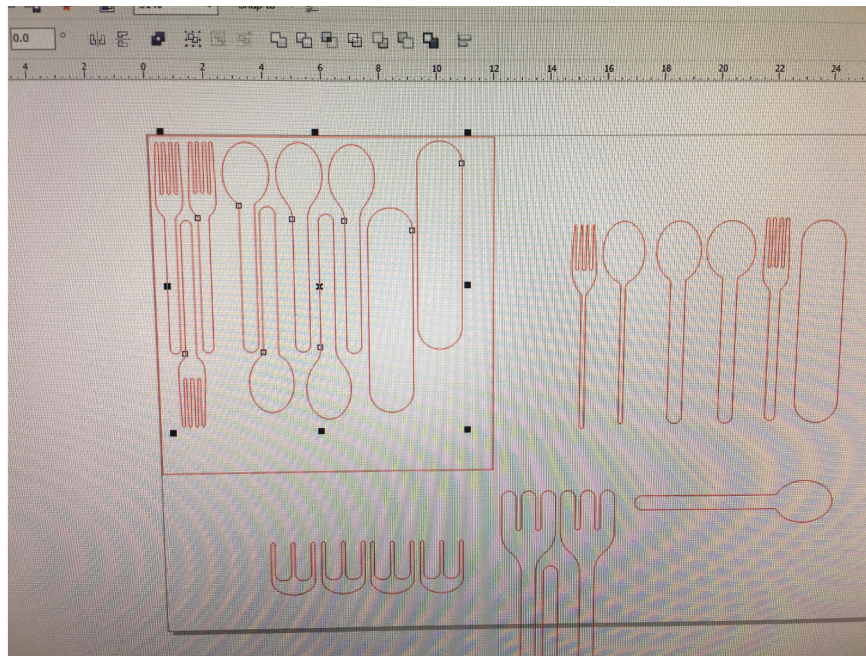
job swap

when we make cutlery, we force them into a shape and decide their future for them. for this set, each shape is forced again to allow the flatware to experience a different life.



making story

each of the sets of cutlery was designed as a flat piece and laser cut from acrylic.



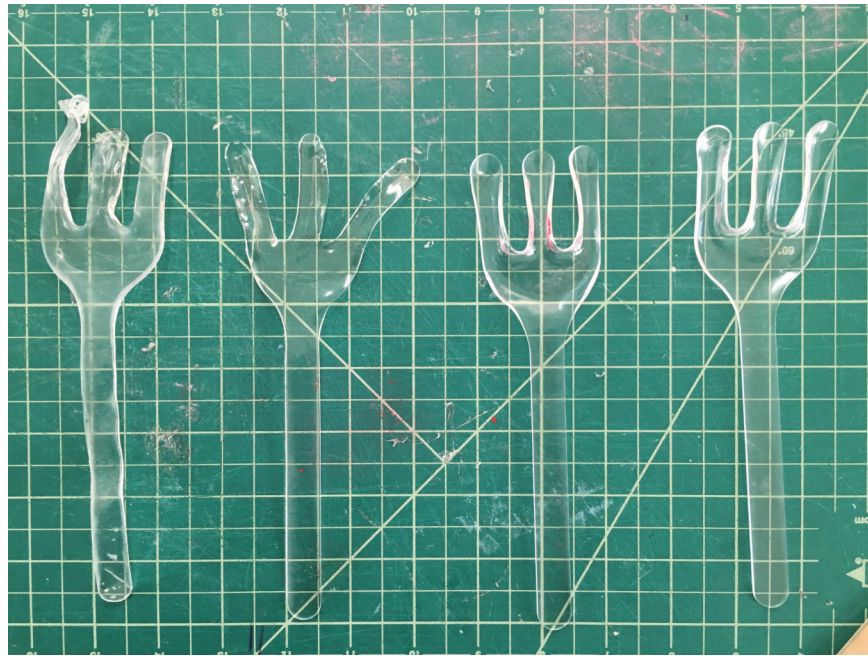
making story

after the pieces were cut, they were heated in the oven and pressed into existing cutlery to form them.



making story

the spoon fork shape created a lot of problems and had to be thin enough to form, but that resulted in it melting. to overcome this, a mould was made and it was heated and pressed in from the top.



making story

finally, they were painted a metallic silver to give the appearance of stainless steel.

