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THE IMPORTANCE OF DRAWING IN THE GRAPHIC DESIGN PROCESS; A STUDY FROM THE PERSPECTIVE OF DESIGNERS

Dr. Wajid Zulqarnain[1]*, Amna Zareef[2]*, Naveed Ullah Hashmi [3]

[1]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan

[2]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan

[3]Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, Plot # 67, Street 9, H-8/4, Islamabad, Pakistan

Article Info

*Corresponding Authors
Tel: +92 333 4302615
Email Id: wajidgeo@yahoo.com
Tel: +92 0343 5272885
Email Id: amna_zareef@hotmail.com

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Abstract

There has been a debate about the role of drawing by visual designers who use drawing to create creative and innovative tasks. Drawing is a tool which helps visual artists to achieve creative output. The study is qualitative in nature and is based on interviews with designers, the observation of drawing practices and the analysis of designer's drawings. The study has been conducted with purpose to explore methods in which drawing is employed. Designers from Islamabad city were interviewed to analyze how they use and employ drawing to come up with solutions, and if drawing throughout the analysis and development of design solutions are important. Drawing was found to be used for nurturing creative behavior and for various modes of communication by members of the creative team. In this study drawing has been observed to be a mean for creative interchange in group sessions also designers agree that drawing helps them to stimulate ideas for creative process. The study is also based on representative model for the graphic design process.

1. Introduction

Sydney Gregory (1966) in his book "The Design Method" described a design process as "The process of design is the same whether it deals with the design of a new oil refinery, the construction of a cathedral or the writing of Dante's Divine Comedy (page3).Drawing has been an important tool for visual artists and graphic designers to develop concepts and come up with creative solutions. Lewis and Bonollo (2002) said that drawing has been the basic skill for

visual designers a sit can record and express the visions to the design issues, and also help in depiction of the work-flow of visual thinking. It is also a mean of creating communications about design development and issues with not only clients and but also other members of design groups. Chu, Hung, Wu and Te Liu (2017) studied that with the advent of technological developments there has been debate in world about the necessity of drawing for graphic design processes and as a tool for idea development nowadays. The digital tools have become an important mean for the design processes, computer based tools are used to draft the design outcomes and also to present the concepts and ideas through digital illustrations. So, the development in digital media has transformed the traditional process of graphic design.

Finke (2014) emphasized that drawing to support creative works has been fully acknowledged by many studies. It has been considered essential for the methods in which visual designers inspire and develop creative processes. Graphic designers mostly work for commercial purposes where design needs to be innovative and also applicable and relevant to the market and audience. Inie and Dalsgaard (2017) also elaborated that the designer's job is to generate ideas that are new and interesting and also to apply these in some form of physical form acceptable to an audience. Research methodology in this study is focused on graphic design process and drawing being the essential part of it and is conducted from collection of designers by taking their views about their drawing activities for idea development process.
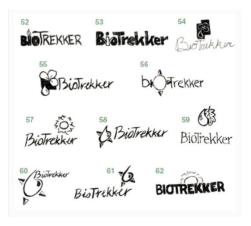
2. Literature Review

Lawson (2006) in his book said that there is a focal part for the attracting visual computerization process. Significantly designer has not an aptitude in making the arrangement; he or she needs to convey guidelines to the individuals who will execute it. Generally the illustration has been the most well-known method for giving such mandates. It likewise spares the time and exertion by demonstrating drafted configuration to customer and gets endorsements. In the process the customer never again purchases the completed thought that is portrayed by means of illustrations. These illustrations are known as introduction illustrations. With challenge to this paper more essential illustration is the 'outline drawing'. Such an illustration is finished by the designer not to speak with others but instead as a feature of the very reasoning procedure itself which we call outline. Donald Schön (1983) in an expression depicted the originator by method for 'having a discussion with the illustration'. So focal is the part of the attracting this plan procedure that Jones (1970) portrays the entire procedure as 'outline by drawing'. Macomber and Yang (2011) goes ahead to talk about both the qualities and shortcoming of a plan procedure relies upon portray the thought. Contrasted and the visual plan process, the planner working thusly has extraordinary manipulative flexibility. Parts of the proposed arrangement can be balanced and the suggestions quickly researched without bringing about the time and cost of thinking of conclusive thought. The way toward drawing and redrawing could proceed until every one of the issues the architect could see was settled. This limitlessly more noteworthy 'perceptual traverse', as Jones called it, empowers originators to roll out substantially more key improvements and developments inside one creative energy in a very progressive manner, making the procedure relatively unrecognizable to the visual planner.

De Mozota (2003) depicts that plan procedure really happens inside head of visual designer. Planners drawing and doodle while they think for realistic arrangement, yet their illustrations may not generally uncover the entire of their point of view. That perspective isn't generally one which the planners themselves would be accustomed to investigating and making unequivocal. There are numerous trial methods that can be utilized to beat these issues; however any one analysis on the idea

of the outline procedure is probably going to be imperfect somehow. By assembling this work, be that as it may, a general photo of the way creators believe is bit by bit developing.

Lawson (2006) led an examination on understudy of outline and afterward an understudy of brain research, it was watched that kindred understudies shared some regular mindsets however that the creators assumed in particularly extraordinary approaches to the therapists. Lupton and Phillips (2015) said that creators tend to deal with a generally straightforward thought ahead of schedule in the outline procedure and drawing no uncertainty is extremely significance for ideation in visual computerization process.

Van der Lugt (2005) depicted that as an instrument or expertise, drawing has its part in the outline procedure. That part will fluctuate contingent upon the final result being made, the size and extent of the task, the individual designer's style, involvement, and work process, and the customer's desires. Bilda and Demirkan, (2003) investigated that the part of attracting advanced craftsmanship differs in the event that your making Web destinations, personalities, delineations, item ideas, or different outlines. A representation or a logo is probably going to require more illustration than a site. Schenk (2005) depicted that a vast task with a huge customer spending will profit by Drawing all through the outline procedure. This ensures before monstrous measures of time are contributed on refining an answer, a heading is first settled upon with the customer. Drawing can begin free, start with essential ideas. At that point deal with creations or designs. After those headings are picked, the ideas can additionally be refined with nitty gritty Drawing.

Hodge (2008) clarified the numerous utilizations for attracting the plan procedure. (1) Rapid Concept Development. (2) Basic Composition or Layout (3) Client Communication and Approval 4. Visual Exploration (5) Refining Visual Solutions. In the article bioTrekker Logo Design Sketches, originator Karley Barrett

demonstrates to us her immense utilization of harsh representations for logo plan advancement. She investigates more than 60 conceivable arrangements previously narrowing the ideas down to only a modest bunch of best thoughts. It's fascinating to perceive how she investigates notorious symbolism, typography, and design. She works through different thoughts and scans for the best introduction of those thoughts. Since she's making little draws, she's ready to work rapidly and create a huge number of thoughts in a moderately brief timeframe

logo worksheet by Karley Barrett

Product architects invest a great deal of energy in Drawing. In case you will outline the following game shoe, household item, or bicycle, the thought doesn't begin in a PC, it begins on paper. Fabio(2014) portrays it's quicker to do some representations previously heading off to the PC. On the off chance that we contrast the outline with any last Photoshop plan on the right. You can see the essential design was worked out on paper. The picture of the lady is spoken to by a stick figure in the illustration. It doesn't require astounding, or even great, attracting abilities to work out piece before opening up Photoshop.

Fabio Poster worksheet and final design

The SOS Factory plans studio, the sketcher works out ideas and customer adjustments with the workmanship chief and designer. The customer favors work of art before it goes to the following phase of inking and shading. This spares time by setting a thought before going ahead to further developed stages all the while. The case beneath is an idea worked out in view of starting customer correspondence. This draw is then sent to the client for endorsement or for change demands. Once the outline is concluded, the plan moved to the following phase of inking the line work and after that shading the character. In the article From Sketch to Vector Illustration, Bill at Go Media clarifies how right on time in the process they get customer endorsement. They send a progression of harsh compositional representations to the customer before drawing a more point by point outline. Beneath left you can see the one the customer picked. At that point on the privilege a more itemized outline is done before moving to the PC.

Sherrie Thai has a portfolio over at Coroflot. She has a segment there devoted to Sketches. These representations demonstrate her visual investigations in different fields of outline. In the portray zone of her portfolio, she outwardly investigates points, for example, designing, personalities, and tattoo styles.

Bennett (2006) additionally expounded that the way toward making an outline or representation at later stages includes refinement. The general idea and bearing of the piece might work awesome, however one component isn't. Frequently, this can be taken care of and redressed in additionally adjusts of Drawing. Obviously, sooner or later an advanced craftsman moves to the PC. The way toward Drawing at that point moves into advanced drafts. Often times some part of the representation looks terrible. An expert craftsman will re-work that piece of the delineation on a different bit of paper until the point that they hit the nail on the head." He at that point clarifies his procedure.

The aim is to show the utilization of attracting basic to the visual computerization process, yet in addition that it has a formerly generally unrecognized specificity and many-sided quality in the expert work of visual planners. By a deliberate investigation of business rehearse, it was dissected that illustration has its significance submit visual computerization procedure to execute any inventive thought. It was important to and a strategy for investigating conceivable associations between the discoveries about training with an examination of the advancement of drawing capacity, and the Drawing Abilities Required for the Graphic Design Process.
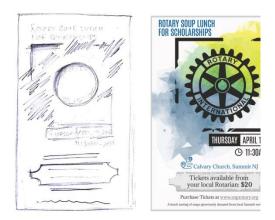
3. Methodology:

The research used self-administrative interviews and the research design methods included were qualitative and descriptive. Purposive sampling techniques was used to choose some of the most successful and professional designers from Islamabad. The interviews were conducted from 20 graphic designers, which involved extensive periods of observation of designs methods that and drawing activities, and analysis of drawings made in the preparation of design solutions for number of graphic design tasks ranging from logo design to web design. The main aim of this study is to depict the role drawing plays in the professional life of graphic designers. Study also looks into the phases of graphic design process. This strategy has been extremely useful as characteristic kinds of drawing activity occur uniquely for graphic design process.

4. Findings and Discussion:

It is clear evidence after the interviews that the formulation of ideas and creative decision-involves drawing as important step of graphic design process. Moreover, since it was a characterization of the role of drawing that formed the main topic of study and not just the drawing activities of graphic designers, a broad view was, of necessity, taken of drawing usage. Graphic designers were found to use the drawings to make concepts and come up with creative ideas and has wide range of usage in design

process .Kim and Lee (2016) also described that Drawing has broader usage in conceptualize, to note information, to pass on information, to make schematic illustrations, to express some in 3d, to plan, to execute, to layout content of books and magazines, to plan time-based media, observational drawings, to copy, to trace, to scribble, to doodle, to visualize, to indicate, to outline photographic compositions, to render, to show type of illustration and typography, to design mockups and prototypes and to demonstrate creative solution.

15 out of 20 respondents of the study described methods of creating a mix of written records and drawn images, thus keeping a degree of critical evaluation and spontaneous ideation. This is a kind of dual processing, with words and images leading to final design solution. One of the designer described that using drawing makes one realize what one has overlooked in planning a creative strategy. Working on ideas on paper provides the opportunity of testing and rejecting of ideas constantly until reaching the final solution. Work of the designers analyzed showed the rapid generation of a number of ideas through words and images and then through these steps coming up with final digital solution

Worksheet of one of the sample designer

The importance of the role of drawing was described by respondents in the development of the visual memory they have to approach as they look for innovative ideas. These remarks may likewise be believed to have a more extensive usefulness in the exploration of design actions and creative behaviors of the designer.

Result showed that designers acknowledged that the role of drawing in processing the execution of new ideas via juxtaposition and blending of images by visualization has useful impact on innovation of design. The inspiration of creative attitude is also to involve nurturing the appropriate climate of relaxed attention. Many designers seemed to be very unexpected in their initial phases of drawing in a design task and showed a unwillingness to execute some sort of judgmental standards on the drawings created, thus subtly nurturing a relaxed environment to have creative thinking. One of the designers describes the purpose of brainstorming as being to arouse a number of individuals to quickly come up with many new ideas. The graphic designers engage in formal brainstorming sessions and during these sessions they do some of their drawing activity and mostly doodling. Most importantly in the early phases of design process, when creative team talk about design and draw rough sketches. The number of rapid doodles they create can be seen as check-listing of concepts, with sketching being used in a fun way to help the overcoming of blocks to ideas. Halpern (2013).describes the choice of a suitable problem-solving verbal as an important aspect of choosing a mind strategy to work on a problem and overcome blocks to innovation. Drawing can be a language in which the thinker is competent. One of the designers also indicates that if visual designer suffer from the blockings of mind while thinking for idea then drawing and sketching become very useful, and clear the mind to come to a solution, so in design process useful and essential in the stimulation of creative ideas.

Worksheet of one of the sample designer

5.   It is also responded by designers that drawing is an excellent tool to quickly think concepts. Designer can draw for one or two hours and work out number of possible solutions to the visual problem. No doubt drawing is an essential phase in the design process. It will save time of the creative designer to work through ideas on paper before taking concepts to digital tool. Sketches can be done on the digital tools like Photoshop and illustrator but conventional drawing and developing concepts on paper can be quick method. Some of the designers think that creating ideas quickly on paper is also a way to analyze them to look if ideas will be accepted by clients or audience. Computer designs and rendering are good but doodling on paper is always a good way to start. Designer also acknowledged that drawings are a quick tool to create the basic composition illustrations. Now taking about new media technologies like web designer, when asked from professional web designers they responded that drawings are also used in Web site design and graphic design to quickly analyze layout designs. Series of thumbnail drawings can be created to capture the gist of the website design. Web design from scratch is beneficial phase of design process. The quick pencil sketch just helps quickly record the similarity of what can be visualized in head of the designer, which cannot be forgotten and can make it up quickly in Photoshop. This method of working is a lot more efficient than starting off in Photoshop or any other digital tool. Designers also emphasized that showing drawing thumbnails or compositions of the design to clients, will potentially save an enormous amount of time. If designer is going to

spend hours on an illustration, designer want to make sure the client is in agreement with choice of design before moving forward or spending more time on it. It is also useful in logo design projects and other design projects as well. Designers also responded that drawing can be used as a journaling action to explore number of options designer can have in a visual design.

6.   Conclusion

The aim of the study was to look into detailed role of the drawing in the professional career of graphic designers and also what importance drawing holds in graphic design process. The results confirm the significance of drawing in many of the creative tasks that graphic designers achieve. It has been a big debate that drawing is becoming obsolete in graphic designer solution because of advancement of digital technologies and tool but this paper discusses that successful designer still uses and thinks drawing as most importance phase in graphic design process. The findings recommend that the design students who want to opt any creative field in future should realize the importance of drawing for creating innovative solutions   .

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