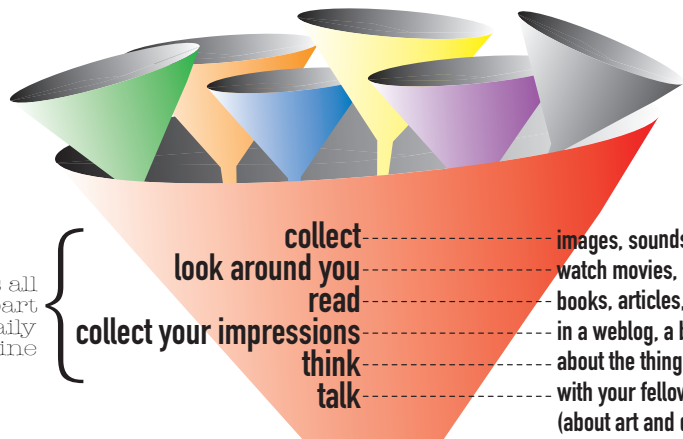
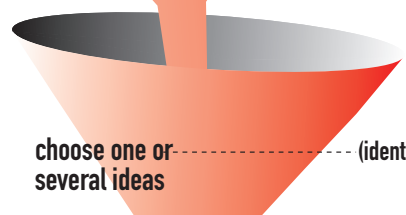


this all
should be part
of your daily
routine



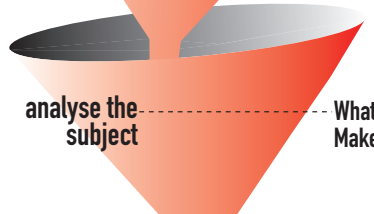
collect
look around you
read
collect your impressions
think
talk

images, sounds, texts, articles, books, examples, stories, magazines, flyers, etc.
watch movies, look at architecture, exhibitions, (graphic) design in public space, people etc.
books, articles, the newspaper, magazines, visit lectures and presentations
in a weblog, a book, in a notepad, on scraps of paper...whatever method suits you best
about the things you see, you hear, you learn and you read. where do your interests lie?
with your fellow-students, friends, etc. about what you like and what you don't like
(about art and design) and think about why.



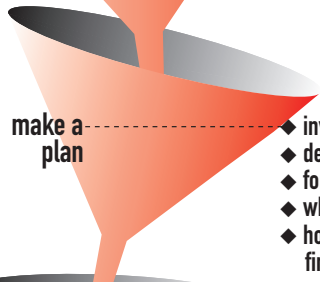
**choose one or
several ideas**

(identify a topic)



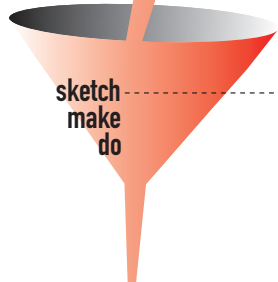
**analyse the
subject**

What makes it interesting for you? What are your associations regarding this subject?
Make an inventory of what you already know about this topic and what you would like to find out.



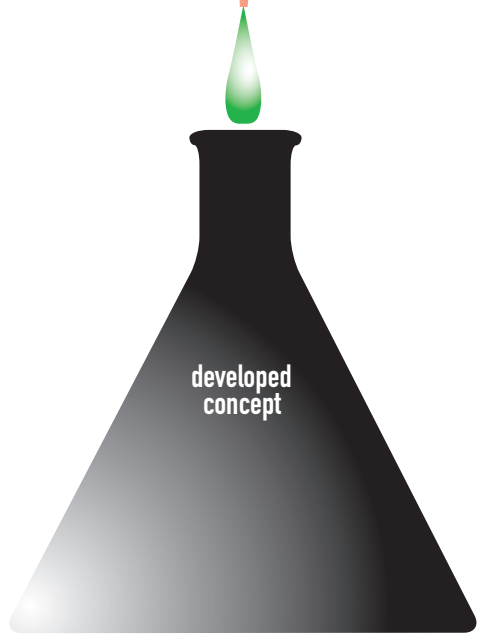
**make a
plan**

- ◆ invent a title for your work/project
- ◆ describe your subject and why you chose it
- ◆ formulate a question or problem regarding your subject: what do you want to say?
- ◆ where are you going to do your research? library, internet, interviewing people, museums, etc.?
- ◆ how are you going to research your subject? sketch, write, make photos, cut, paste...?
- ◆ find a method of "sketching" that suits you best...sketchbook, weblog, notepad...



**sketch
make
do**

- ◆ be (self)critical
- ◆ ask yourself questions about your project; for whom am I making it? is my idea coming across? do I find it interesting myself?
- ◆ think about why you make the choices that you do, regarding subject, technique, material, form etc.



**developed
concept**