

# METHODS

Methods refer to the processes undertaken to create the design. Methods can be digital or non-digital:



## Digital Methods

These refer to the process of producing a design using a computer.

### Digital Collage

This is where the designer composites a series of drawn or photographed images onto one design, for example, they may overlay a photo of a person (in the figure) onto a drawing of a streetscape (in the ground) with another photo of a sunset (also in the ground).

### Digital Drawing

This is where the designer draws directly onto the computer, usually using a tablet such as a wacom, digital drawing augments traditional drawing and allows a designer to produce more detailed drawings, functionally, it makes it easier to reverse mistakes and make changes to the artwork

### Digital 3D Modelling

This is where the designer uses a 3D modelling program to create a 3dimensional depiction of the design. It is frequently used in Environmental and Industrial design, but can also be used to create form in communication design.



## Manual Methods

These refer to the ways you may produce a design without a computer.

### Drawing

This refers to using a pen, pencil, charcoal, pastel or chalk to draw the object. Remember that the method here is drawing, but what you are drawing with is actually the media! Drawing can create an authentic, human feel. It can also allow the designer to create a distinctive style by how they depict line and shape.

### Painting

Painting refers to applying any type of paint media to a material, often using a brush, but can also be a sponge or palette knife. Like drawing, this can allow the designer to create a distinctive style and an authentic feel.

### Screen Printing

Screen printing refers to placing a stencil over a material (often fabric), then wiping ink over the stencil so that the ink is applied to the material through the gaps in the stencil. This is commonly used for creating the surface graphics of clothing.

Other methods include: Manual Collage, Photography (Digital or Manual), 3D Construction.



This is of course the same image as discussed in media. HOWEVER, now you are discussing the method, so you are discussing that it is a DIGITAL COLLAGE. It is important to make sure you can differentiate these, because often Methods and Media intersect - remember, method is the action, media is the application.



The method of screen printing has been used here. Notice the images are very detailed, but there is no change in tone, this screen print uses three different colours overlaid.



This is a physical 3D Construction, depicting an architectural design. The purpose of this construction is to allow the viewer to move around the design in a physical space to better understand the physical form of the building. Sometimes 3D Construction uses a variety of materials, to showcase a realistic depiction of the colours and textures of the intended final design. Other times, they may use only one or two materials, in which case the intent is to depict only the form of the building.