

RRR01 Manifesto

Part 1 - 10 manifestos

1. First understand, then create. Without good research, communication fails.
 2. Every project has a story. My job is to find the best way to tell it.
 3. I believe design is never neutral. It either supports the way things are, or tries to change them. I choose to change.
 4. The answer to a design problem is often found outside of design. So I will keep learning about other things.
 5. My goal is not to make a pretty picture, but to make people think and act.
 6. I want simple design that is smart, not empty and plain.
 7. Typography is the voice and attitude of words.
 8. I say no to easy templates. I say yes to custom-made design for each project.
 9. I aim for total clarity, but I will never lose depth.
 10. I watch what's popular, but I focus on making designs that last.
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Part 2 - Critique of 250 words

The experience I had during the exercise of conditional design has brought about a significant shift in my mindset. It has made me realize an important aspect of creativity. When I consciously make an effort to change the focus of my attention, moving it away from being focused on the final outcome and instead toward the complicated and dynamic process itself, something happens to my creative work. It becomes much more free and fluid.

This exercise has opened up a whole new world of possibilities for me in terms of how I create my works. Instead of being constrained by thoughts of what the end result should look like, I can now immerse myself fully in the journey of creation, allowing my ideas to evolve and take shape in a more natural and free way.

For instance, in the CDU module Wk02 workshop, my group created some amazing abstract patterns by following a set of rules. Each rule required the placement of lines and colors by group members. As we followed these rules step by step, we were surprised by how the patterns emerged organically, with unexpected combinations that we would never have planned intentionally.

I learned that letting go of rigid control over the final product can lead to more innovative results, as the system itself guides the creative direction. This shift in

mindset has not only changed how I create but also how I think about the relationship between structure and freedom in design.