

Theme Development Activity

- *This activity will help you start thinking about a potential theme for a design project.*
- *You are encouraged to:*
 - *analyse selections,*
 - *make connections,*
 - *explore thoughts and*
 - *push ideas to develop strong and meaningful design themes.*
- *To aid this, print off inspirational images (see instructions further) and use a large sheet of paper to make notes, create quick sketches and explore relationships between findings and ideas.*
- *This is NOT a presentation document, it is a means to investigate and develop themes. As such, neatness is not an issue.*
- *This is one of the most creative steps in the design process, enjoy it, have fun with it but above all, remain open minded to possibilities and reflect on what is unfolding in front of you.*

Theme Development Activity

CAFE PROJECT

KEY WORDS FROM BRIEF

GRUNGE

SKULLS

CAJUN FOOD

- 1. Start with a fresh sheet of paper, A2 size is ideal.*
- 2. Label the sheet with the Project title.*
- 3. Make a list of key words you have identified from the brief.*

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KEY WORDS FROM BRIEF

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4. *Using the key words as a guide, find 3 images from the internet, magazines etc. and paste a selection of these on your A2 sheet.*



http://static7.depositphotos.com/1030806/702/i/950/depositphotos_7022992-Abstract-grunge-background-scratches-dirt-rust-spots.jpg



http://i.telegraph.co.uk/multimedia/archive/02728/Skulls_2728720c.jpg



<https://s-media-cache-ak0.pinimg.com/236x/f1/db/a9/f1dba9f72c2aa318d714eb90aa805723.jpg>

Theme Development Activity

CAFE PROJECT

5. Create headings of the design elements.

KEY WORDS FROM BRIEF

GRUNGE

SKULLS

CAJUN FOOD

LINE

SHAPE

COLOUR

TEXTURE



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6. Analyse your selected images and identify the elements that are apparent. You have selected these images, understanding possible relationships between them can be grounds for a strong design theme.

Theme Development Activity

CAFE PROJECT

KEY WORDS FROM BRIEF

GRUNGE
SKULLS
CAJUN FOOD

LINE

CURVES
ORGANIC

SHAPE

ORGANIC
SOFT EDGED
IRREGULAR

COLOUR

ORANGE
GREY GREEN
BROWN TAN

TEXTURE

GRAINY
SMOOTH
VERY TACTILE

PRINCIPLES

REPETITION
EMPHASIS
PROPORTION



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7. Create a list of any design principles you can identify in your selection of images.

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PRINCIPLES

REPETITION
EMPHASIS
PROPORTION

EMOTIONS

INTRIGUE
LOSS
DESOLATION
NEED / POVERTY
MORTALITY
NOURISHMENT



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8. Look across your selected images and identify any emotions that are apparent or stand out.

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9. Reflect on the terms and words used throughout your analysis and explore potential combinations that can ground and give direction to a potential design theme.

POTENTIAL THEMES

LOST SOUL FOOD
SMOOTH DESOLATION
BARE BANQUET

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10. This process is not fixed. It can be explored, repeated and revised many times until you are satisfied with a theme.

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