Novice and Expert Graphic Designers for Coloring Process

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칼라링 디자인 프로세스에서 초보자와 전문가

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요 약

본 연구는 전통적인 방식과 디지털방식을 이용할 때 컬러링 프로세스에서 초보 디자이너와 전문 디자이너 간에 전략적인 측면에서 어떠한 차이가 나는지를 비교하여 그들의 행동을 깊이 있게 이해하는 것을 목적으로 한다. 본 연구는 그래픽 디자인에서 메인 프로세스에 해당하는 디자인 과정에서 서로 다른 의사소통 채널을 이용해서 탐색적인 프로토콜 연구를 실시한다. 그래서 각 디자이너들이 그들의 스킬을 활용하여 컬러링 프로세스 과제를 어떻게 수행하는 지를 관찰하고 그래픽 결과물, 구두조서를 토대로 분석을 실시한다. 본 결과물은 디자인 교육과정을 개선하는데 큰 영향을 미칠 것이며 실제 디자인 과정의 본질을 파악한다면 디자인교육과정의 개선을 위한 지침을 제공 할 것으로 기대된다.

ABSTRACT

The purpose of this research is to gain a more in depth understanding of human behavior by comparing synthesis strategies of novice and expert graphic designers for coloring process using analogue and digital tools, with some practical test/examples. In this paper, we present an exploratory protocol study on the use of different communication channels during main process of Graphic Design. We focus on how individual designers use their design skills to complete the coloring process task, and analyze their use of graphical, coloring and verbal communications during concept generation. The implication of this study from the findings will be implemented to design curriculum. If we can find out and understand the nature of the practical design process, we can apply or adjust the result of this research as a guideline for design curriculum in the future.

키워드

Coloring Process, Protocol Analysis, Novice, Expert

Ⅰ. Introduction

In recent years, the speedy, effective and global communication of knowledge has created a new foundation for co-operation and teamwork, both nationally an internationally. The increasing role played by information technology in the development of society calls for an active reaction to the challenges of the information society. In a society, which is becoming increasingly dependent on information and the processing of knowledge, great demands are therefore made that the individual should have a solid and broad

educational foundation on which to build.

Nowadays many educational institution applied IT into design course. Most of studies programmed were developed in close partnership with IT & Design to ensure students gain insight into real-life situations and industry needs.

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Ⅱ. Literature review

Most research supports the benefits of sketching can produce more creative activities. From the review of previous paper, it showed lots of researchers make the broad, sweeping conclusion that their findings undisputedly suggest, "...paper-based working allowed more solutions to be discovered, of all synthesis types, than digital working". However, the isolation of one aspect of the design process – sketching - is singled out for analysis, despite the fact that the design process is made up of complex interactions between the designer and the designed, even at the earliest stages of ideation[1].

There were nearly twice as many solutions generated on paper than on the computer. They note that this could be because the designers could easily draw one solution after another, but on the computer, they actually had to choose which solutions to submit. In my opinion, that doesn't matter though, for the process of ideation. You could draw something that didn't seem all that special one-day, and come back to it the next morning and have it spark a completely new solution in your mind. If you were drawing on a computer, those marks that didn't seem interesting would be gone.

Ⅲ. Method

1. Novice

A person who is new to or inexperienced in a certain task, situation, etc.; beginner; tyro / A person new to a field or activity; a beginner.

2. Expert

A person with a high degree of skill in or knowledge of a certain subject. A person who has extensive skill or knowledge in a particular field.

3. Material

Icon graphics / Coloring sheets (for analogue) & Coloring template (for computer) with picture/icon.

4. Task

Researcher will use Coloring sheets (for analogue) & Coloring template (for computer) with picture/icon. Researcher will present and explain about the procedure to Sample/Subject and they will figure it out how they will deal with it. The test will be recorded with video camera and it will take around 30 minutes per session. Sample/Subject should speak through the length of session and have good verbalization skills[2].

5. Procedure

(1) Pre- Questionnaire, (2) Pilot Test, (3) Main Test, (4) Post- Questionnaire, (5) Gathering retrospective protocol, (6) Debriefing , and (7) Analysis.

Ⅳ. Conclusion

From the test and evaluation process; it should answered all the problem statement that arise. What have been the consequences of widespread uptake of graphic design software? How have digital techniques influenced the creative process? Is the computer simply a medium for transposing designs, or has it become the main creative catalyst in the design process? Have useful skills and techniques been largely lost or ignored as a result of this uptake? Have designers become over reliant on technology? Have traditional methods become undervalued? Has the trust and worth of graphics been eroded as a result of the move to digital? Could traditional techniques have a second lease of life?

Reference

[1] Stones, C. and Cassidy, T. Comparing Synthesis Strategies of Novice Graphic Designers Using Digital and Traditional Design Tools Design Studies 28: pp.59-71, 2007

[2] Van Someren, M. Barnard, Y. and Sandberg. J, The Think Aloud Method : A Practical Guide to Modeling Cognitive Processes, Academic Press, 1994