

Advice for Creating Non-representational Solutions

1. Avoid use of representational elements, “one-liners” and clever solutions.
2. If you’re using representation as a basis, abstract elements to function in a more subtle way
3. Remember gestalt - less is more! Use economy and don’t feel the need to fill white space.
4. Create a hierarchy of importance among the elements.
5. Focus on the narrative quality of the relationships.
6. Give equal consideration to the interest of negative space- don’t focus only on figure elements.
7. Avoid strong usage of symmetry and central focal points.
8. Allow elements to bleed off the border- don’t vignette the image.
(Design with the mounting sheet to get a better idea of how the border will effect the composition.)
9. Avoid uncomfortable croppings of elements.
10. Utilize variety in shapes and weights of line and objects
11. View compositions at a distance from time to time.
12. Rotate compositions to examine relationships between elements and different possibilities for the composition.
13. Use thumbnails for brainstorming, but don’t spend too much time on them.
14. Try to design to your strengths. If you are not capable of a slick, graphic solution, try a less refined more creative solution.