



BA (Hons) Graphic Design

UNIVERSITY CAMPUS
DONCASTER

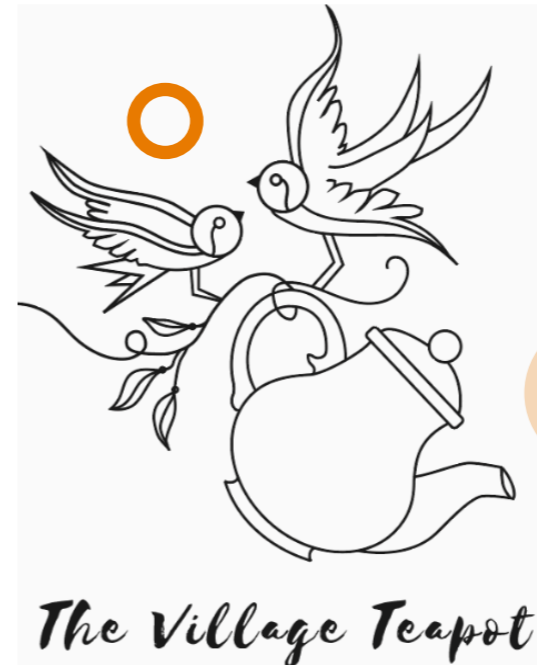
Quench your thirst for inspiration



The art of inspiration: Discover beauty in the unexpected

As a graphic designer, finding everyday inspiration is essential to keep your creative juices flowing and stay up-to-date with current design trends. Here are some common sources where graphic designers often find inspiration:

- 1 Explore design-focused websites, forums, and social media platforms like Behance, Dribbble, and Pinterest. These platforms are full of talented designers and illustrators who showcase their work, share design trends, and offer valuable feedback.
- 2 Follow design blogs and online magazines that regularly publish articles, tutorials, case studies, and design inspiration. Some popular ones include Smashing Magazine, Creative Bloq, Awwwards, and Designspiration.
- 3 Visit art galleries, museums, and exhibitions to experience different art forms, including paintings, sculptures, and installations. Sometimes, exploring traditional art can spark fresh ideas and perspectives.
- 4 Step away from screens and immerse yourself in nature. Take walks, hikes, or simply spend time outdoors.
- 5 Nature's colours, textures, patterns, and shapes can provide endless inspiration for your designs.
- 6 Browse through photography websites or create your own collection of inspiring images. Photography can offer unique perspectives, compositions, color schemes, and lighting techniques that can be translated into your designs.
- 7 Pay attention to typography in various forms, such as signs, billboards, advertisements, and packaging. Typography can inspire your choice of fonts, lettering styles, and layouts.
- 8 Analyze branding and packaging designs across different industries. Look for innovative ideas, clever use of colors, typography, and materials. Packaging design awards and design-oriented websites can be helpful in this regard.



- 9 Stay in touch with current trends, fashion, and pop culture. Observe the colors, patterns, and styles that emerge in fashion, interior design, and other creative fields. This can influence your design choices and keep your work relevant.
- 10 Explore design books that cover various aspects of graphic design, including theory, history, techniques, and case studies. Books like "Thinking with Type" by Ellen Lupton or "Logo Design Love" by David Airey can provide valuable insights and inspiration.

Finally, inspiration can be found in your surroundings and personal experiences. Observe the world around you, engage with different cultures, try new activities, and document your thoughts and ideas. Everyday moments can spark unique design strategies and concepts.

