

The “Absurd” Design Challenge

This exercise challenges students to think creatively, develop strong design concepts, employ principals and elements of design, and to work under time constraints.

Due to the unreliable nature of the copy and images, students are forced to think visually, and focus on the relationship between image and typography in a cohesive composition.

This exercise can and should be done multiple times per semester.

Tools required for this exercise:

Adobe Photoshop

Adobe Illustrator

Time:

30 Minutes

1 – Go to “wikipedia.” Hit “random”

or click

en.wikipedia.org/wiki/Special:Random

The first random wikipedia article you get is the name of your book or band.

2 – Go to “Random quotations”

or click

<http://www.quotationspage.com/random.php>

The last four or 5 words of the very last quote of the page is the subtitle of your book or title of your first album.

3 – Go to flickr and click on “explore the last seven days”

or click

www.flickr.com/explore/interesting/7days

Third picture, no matter what it is, will be your book cover or album cover.