In this Writers' Workshop you will:

- Look for design examples in the world around you.
- Collect inspiration in a print or digital idea book.
- Plan a design based on one or more inspirational images.

Finding Design Inspiration

Mini-Lesson: Inspiration All Around

To become a great graphic designer, you will need to start by studying the designs of others. In this Writers' Workshop, you will search for design inspiration in the world around you and use those designs as a jumping off point for your own creation.

Design inspiration can come from anywhere, and it is a good idea to hold onto that inspiration when you find it. Many designers keep an idea book for collecting design ideas. This might be a sketchbook, a binder for clippings, or even a digital pinboard using an online service like Pinterest. In fact, student designers who use Pinterest to collect their inspiration can share and collaborate on their boards, so multiple people on your journalism staff can all contribute inspiring images.

You might not think that design is all around you, but it is. Here are a few places to look for interesting design:

- magazines, including the advertisements
- television commercials
- product packaging
- fashion catalogs and store displays
- newspaper and online feature packages

When you find something you want to remember, try sketching the design in your notebook or snapping a quick photo of it and uploading it to a digital pinboard or folder. Organizing the collection will help as well. Here are a few categories to help you get started:

- inspiring color palettes
- photo collections
- typography
- illustrations
- alternative story forms
- graphs, charts and other data visualizations

Apply It!

1. Fold a blank sheet of paper into quadrants, creating four squares.
2. Choose an idea or concept to work with; for example, young love.
3. Now, list words that describe the feeling of that concept for you. For young love, you could use *bright, innocent, fresh* and *airy*.
4. Look for interesting examples from four different sources that seem to create one or more of those feelings. Remember that the actual content of the inspirational image will not be the same as your concept. You are looking for images that create the same *feeling*.

Journalism: Publishing Across Media