Sense
 2014 № 8 C D E F

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 EUR 19.95
 HKD 150

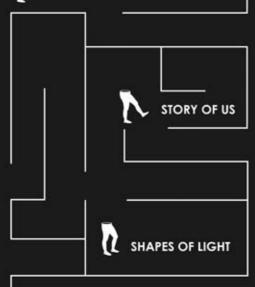
 Exploration ISSUE
 USD 25.00
 RMB 120

 GBP 14.95
 NTD 650



SENSE OF EXPLORATION

NEXT STATION, CREATIVITY!



POST-3D-PRINTING COMMUNICATION

VISUAL MEDIA AND MASS COMMUNICATION

PROSPECTIVE — THE FUTURE CROSS-PLATFORM INTERACTIVE COMMUNICATION DESIGN

COMMUNICATION DESIGN IN BELGIUM





Russia

Exploration is to understand the things among us and is almost the only way to empathy. It's the way to solve a problem from the inside and to make a right decision.



Zé-Studio

Australia



Exploration > Discovery



Scandinavian DesignLab

Donmark



Exploration is important in all facets of life, and in design you might need to explore a wrong solution to figure out why it is wrong, in order to know why the solution is right.

Inspiration can come from the most unlikely of places, and sometimes you have to explore something completely new, in order to find the answer you need.



Toormix

Spain



Exploration means research, but not always oriented to a specific project but also in daily life. It also means being open and try to apply this vision in all projects. Exploration is the search for new ideas to be more visible. Create new codes, new shapes, and new forms of expression. Exploration is the main tool that should guide every designer.



Face.

Mexico



It means venturing into unknown waters in order to learn how to tame them. In the world of design, this means you have to be perpetually curious, ready to try things you never have before, poke, probe, scrutinize, erase, and start all over again in order to find that silver lining.



Masashi Kawamura

Creative Director a

Tomon



Exploration is the challenge to find new frontiers, in order to design real innovation that takes people there.



Andy Payne

Global Chief Creative



Behind every great idea is a stream of perspectives, politics, conversations and ideas. These many starting points and the process from which the idea is born, reworked, and brought to life in a creative profession are vital not only to the benefit of clients and to the brands we ultimately create, but also to own personal and professional development. Why? Because having the tenacity to search for the right idea and see it through to execution requires a breadth and depth of skills and experiences. It is a learning process that requires a delicate balance of leadership, collaboration, and patience.

From the point of view of brand-building, this process lends itself to assessing the clarity of an idea. The solution has to not only feel and look beautiful, but it must also be relevant, inspiring, and motivating.



Yung-Chen Nieh

Graphic Designe. Taiwan



We are all afraid of ignorance; however, nobody can get away from it. Even if you have beliefs, you still need to question them and be dialectical. Beliefs should be established based on psychological science. You believe what you believe, but a prerequisite that you follow what you believe is that your mind is sober. If you pursue for something, you will meet obstacles and failures in the path, but your heart always tells you to move on. There is no end for exploration. In my whole life, I am seeking the significance of life by keeping asking and searching for answers.



Firmalt

Mexic

Exploration in design is all about the search for elements that add value. Good design is done through the exploration of all things, be it new and refreshing ideas, or materials and production processes. Exploration enriches the result.



Karen Barranco

Founder of Specia Modern

USA



The secret of great logo design is to dig deeper prior to the design phase. Thorough exploration is a critical part of the branding process. Among other things, it helps develop trust and understanding between the designer and the client.



Anagram

Mexic



Exploration is the active search with the purpose of discovering information or resources that will ultimately guide you to make an informed decision.



Two Times Elliott

U

Exploration is essential in each part of the creative process. Every creative thought, memory or action comes from an exploration of yourself and the project at hand. To explore opens your mind and allows you to accept and acknowledge everything around you and make the most informed decisions.



Marcos Aretio

Founder of

Markmus Design Germany



I am a conceptual creative, and I need a concept to start walking. I need a base that gives support and a reason to almost everything I do. The moment you find it, ideas and details seem to pop-up from nowhere and things start to link and make sense. Those, are probably some of the most exciting moments of my professional life, and that shows my spirit: Find a job that you love, and you will never work a day in your life.

