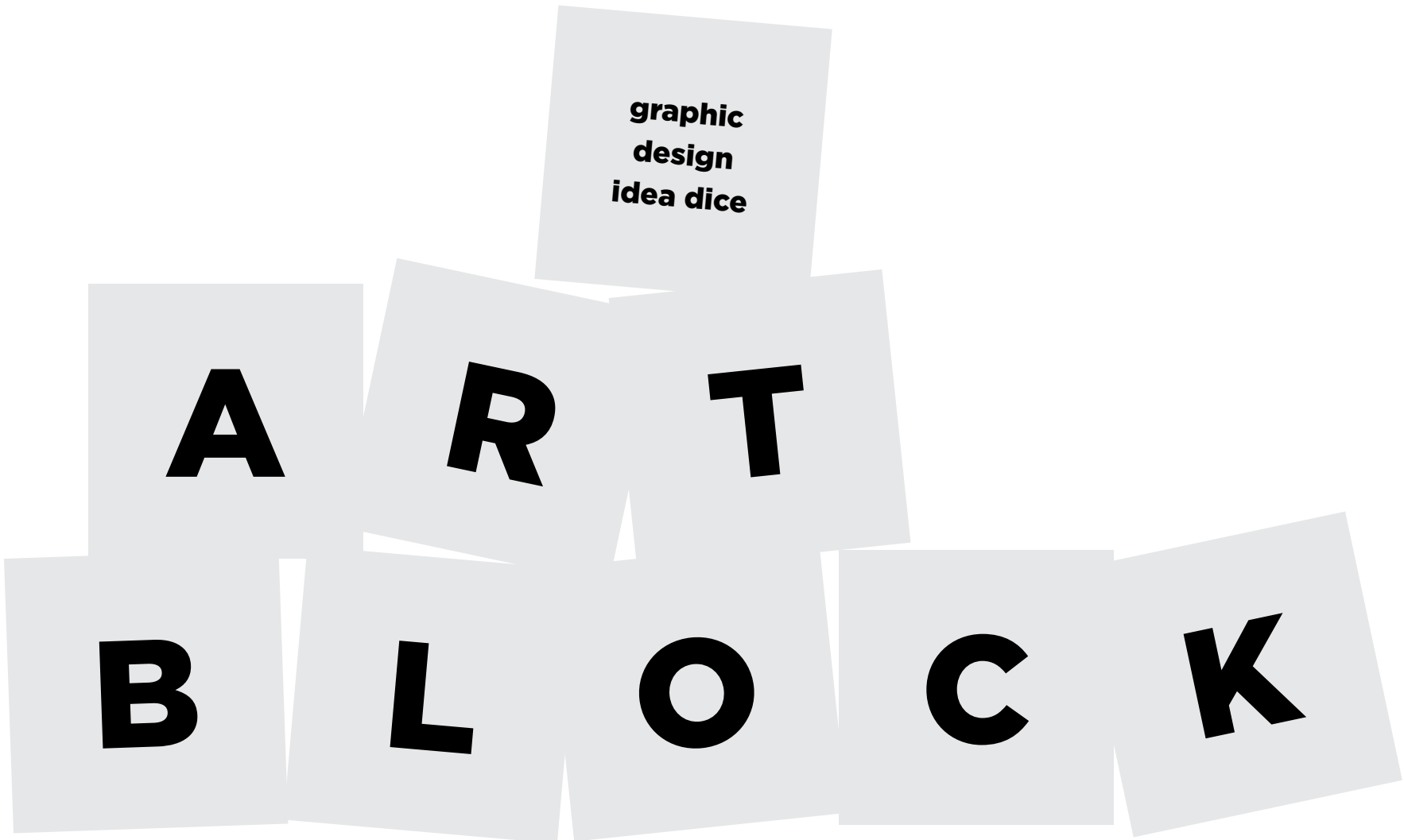
EMA DAN
#3155209
GDES 2001 013
Think Tank 1; Awareness
Project #3 — 3 April 2018

LIGHT BULB



WHAT IS “ART BLOCK”?

— idea-generating dice for graphic designers.

— cure for indecision.

— wood cubes (dice) dedicated to common design considerations in the graphic design and art field.

— each dice has a theme and 6 possible answers.

— purpose is to prompt creative thoughts, or “unblock” artists when inspiration is lacking.

— roll each individually or in combination depending on your situation/question.

— easy to use, easy to display so you remember your ideas.

— actually useful desk decoration/toy.

— also, play with them for stress-relief. :)

A

R

T

graphic design idea dice

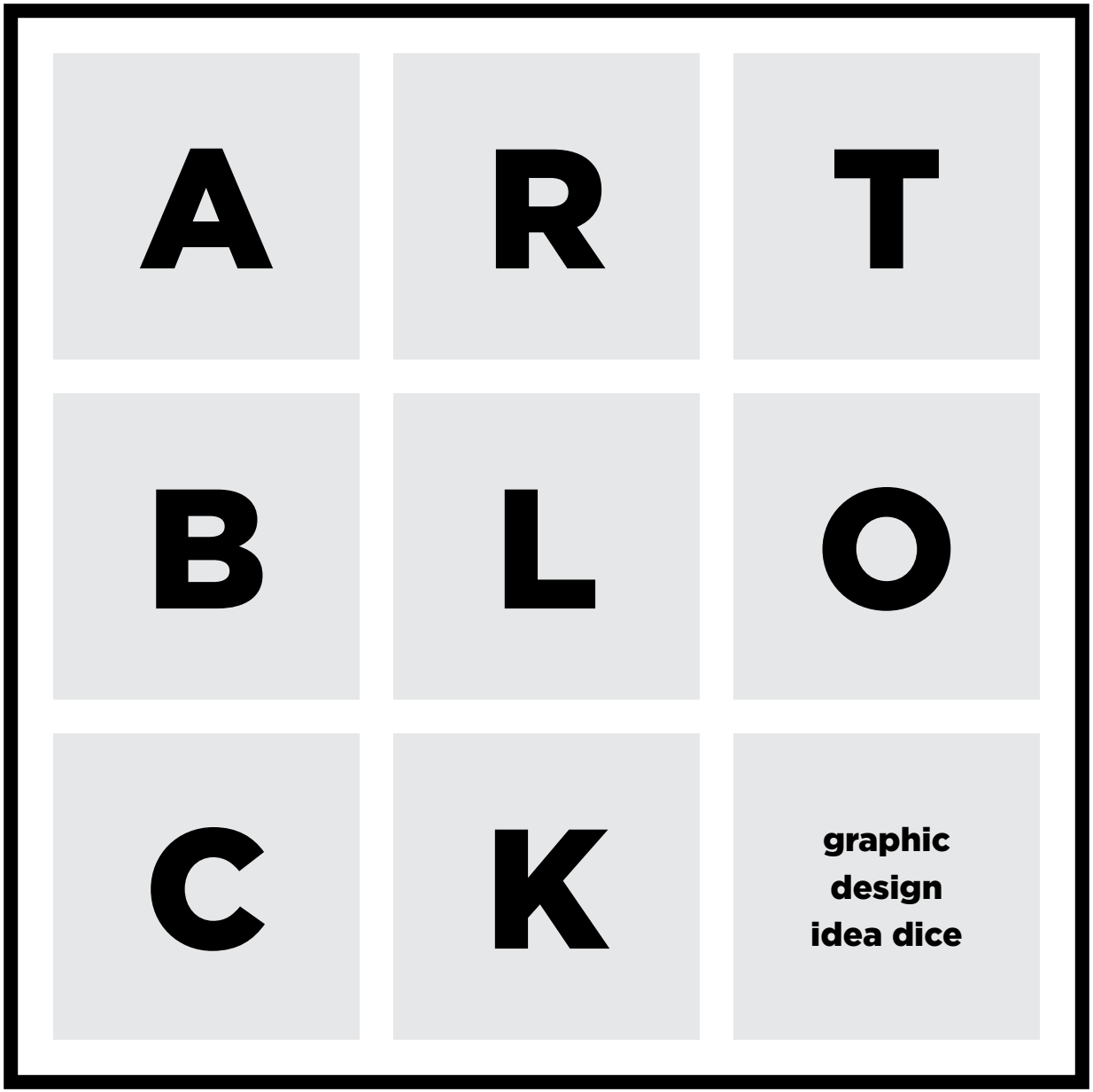
B

L

O

C

K


A R T
B L O
C K
graphic
design
idea dice

A R T
B L O
C K
graphic
design
idea dice

A
R
T
B
L
O
C
K
graphic
design
idea dice

A R T
B L O
C K
graphic
design
idea dice
WATER-
COLOR/
INK
METAL
GOLD
SPIRAL
PURPLE
EMOTION
RECTANGLE
RUBBER
POSTER

BLACK
GRAY
GOLD
RED
GESTURE
STRAIGHT
JAGGED/
WAVY
GREEN
BLUE
TOUCH
SMELL
FOAM
PENTAGON
THREAD
PHOTO-
GRAPHY
VIDEO
MARKER/
PEN
HEXAGON
CIRCLE
PAINT
GRAPHITE
PLASTIC
TEXTILE
PAPER

PLASTIC
WOOD
GRAPHITE
PAINT
WATER-
COLOR/
INK
GOLD
BEIGE
SIGHT
AUDIO
PHOTO-
GRAPHY
THREAD
PENTAGON
GESTURAL
JAGGED/
WAVY
DIAGONAL
YELLOW
PURPLE
GREEN

YELLOW
GREEN
PURPLE
GOLD
BLACK
BEIGE
PLASTIC
WOOD
PAINT
WATER-
COLOR/
INK
JAGGED/
WAVY
DIAGONAL
SIGHT
AUDIO
PHOTO-
GRAPHY
THREAD
SQUARE

ART
BLOCK
graphic design idea dice
GRAPHITE
PAINT
SIGHT
GOLD
BEIGE
PLASTIC
WOOD
PHOTO-GRAPHY
PENTAGON
YELLOW
PURPLE
GREEN
THREAD
GESTURAL

VIDEO

SLIDES/ EBOOK

AUDIO

WEBSITE

POSTER

PHOTO- GRAPHY

WATER- COLOR/ INK

GRAPHITE

PASTEL/ CRAYON

MARKER/ PEN

PRINT

PAINT

STRAIGHT

DIAGONAL

GESTURAL

JAGGED/ WAVY

SPIRAL

DOTTED/ DASHED

SQUARE

CIRCLE

HEXAGON

TRIANGLE

RECTANGLE

PENTAGON

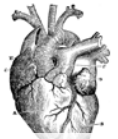
SIGHT

SOUND

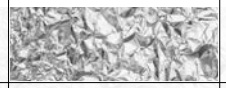
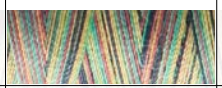
SMELL

TASTE

TOUCH



EMOTION

GOLD	SILVER 	BLACK	WHITE	GRAY	BEIGE
RED	ORANGE	YELLOW	GREEN	BLUE	PURPLE
PAPER	TEXTILE	METAL	WOOD	PLASTIC	BOARD
FOAM	ORGANIC	CLAY	RUBBER	WIRE	THREAD 

A R T B L O C K

graphic
design
idea dice

STARTER (9) DICE SET

ELECTRONIC MEDIA

Audio • Video • Slides/eBook • Website • Poster • Photography

DRAWING MEDIUMS

Watercolor/Ink • Graphite • Pastel/Crayon • Marker/Pen • Print • Paint

TYPES OF LINES

Straight • Diagonal • Gestural • Jagged/Wavy • Spiral • Dotted/Dashed

SHAPES

Circle • Triangle • Square • Rectangle • Pentagon • Hexagon

SENSES

Sight • Sound • Smell • Taste • Touch • Emotion

NEUTRAL COLORS

Gold • Silver • Black • White • Gray • Beige

BRIGHT COLORS

Red • Orange • Yellow • Green • Blue • Purple

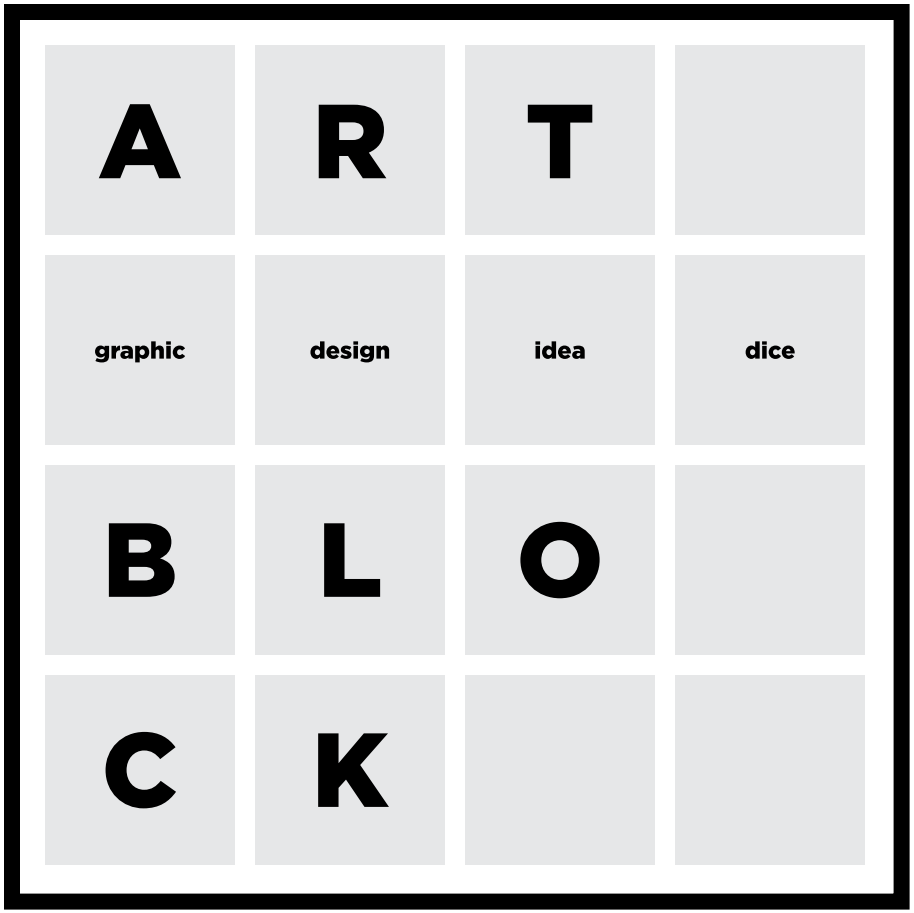
PLANAR BUILDING MATERIALS

Paper • Textile • Metal • Wood • Plastic • Board

SCULPTURAL BUILDING MATERIALS

Foam • Organic • Clay • Rubber • Wire • Thread

EXPANDED (16) DICE SET



GESTALT PRINCIPLES

Closure • Containment • Continuity • Grouping • Proximity • Similarity

FONT CHOICE

Bold • Italic • Sans-Serif • Serif • Blackletter • Script

COMPOSITION CHANGES

Size • Direction • Opacity • Weight • Shape • Color

TEXTURING METHODS

Laser • Tear • Fold • Cut • Puncture • Stamp

PAINTING METHODS

Stipple • Splatter • Brush • Stencil • Knife • Collage

ACTIONS

Throw • Cook • Repeat • Overlap • Wear • Vocalize

BUSINESS

Business Card • Letterhead • Logo • App • Webstore • Button

FULL (27) DICE SET

PRINTED EPHEMERA

Ticket • Flyer • Advertisement • Brochure • Zine • Map

TACTILE EXPERIENCES

Rough • Smooth • Pattern • Soft • Wet • Irregular

BOOKS

Textbook • Photo Book • Magazine • Novel • Guide Book • Children's Book

ADHESION METHODS

Glue • Tape • Staple • Sew • Nail/Screw • Interlock

LOCATIONS

Home • Workplace • Busy Urban Area • Nature/Park Area • Outerspace • Past or Future

FASHION

Retro • Overkill • Appropriate • Professional • Eccentric • Avant-Garde

CHARACTER

Friendly • Foul • Unexpected • Boring • Funny • Mature/Immature

PAPER TYPES

Cardstock • Newsprint/Kraft • Bond • Cotton/Cold-Press • Tissue/Tracing • Stone/Coated

PEN TYPES

Gel • Ballpoint/Rollerball • Fountain • Felt-tip • Brush Pen • Nib/Dip Pen

COMMUNICATION

Mouse • Keyboard • Email • Survey • Event • Commercial

PRINTING METHODS

Letterpress • Screen-print • Offset • Laser-jet • Ink-jet • 3D

WHAT IS THE **SOCIAL** BENEFIT?

- artistic and creative stimulation.
- prompting creative thought leads to great ideas.
  - helps analytical thinkers --> creative thinking.
  - formal creative process --> practice makes perfect.
  - great ideas --> great rewards.
- multi-purpose and durable:
  - children can play and learn with them too.
  - age-, gender-, location- neutral.
  - pass on as antiques from this generation to the next.
  - throw them. build with them. use as magic 8-ball.
  - stress relief.
- it may be a fun toy, but it's actually useful.
- if they make me happy, they're likely to make others happy too, and that's a good thing.

WHAT IS THE **ECONOMIC** BENEFIT?

- great design ideas are often economically beneficial for all parties (and the future).
  - win-win: designer is successful, client is successful.
- product is easy to produce = cheap to produce, more profit.
  - easily accessible materials = worldwide availability.
  - sustainable materials = long term viability.
  - minimal assembly = cheap/clean manufacturing.
  - easy to substitute materials and/or production methods and still produce the same product.
  - square shapes = no waste of materials or transport.
- many spin-offs and expansion packs can be produced.
- possible to DIY = free to DIY, possible to customize.
- if children can learn to be creative also, then that's an investment in our future.

WHAT IS THE **ENVIRONMENTAL** BENEFIT?

- wood from sustainable sources is sustainable.
- whole wood blocks = no off-gassing, recyclable.
- minimal fabrication = not harmful to manufacturers or environment.
- minimal packaging:
  - chipboard
    - chipboard is paper-pulp based, not plastic.
    - biodegradable
  - duralar
    - duralar decomposes faster than acetate.
    - very thin, 0.004" thickness.
  - square shapes = no waste of materials or transport.
- multi-purpose and re-usable in a number of ways.

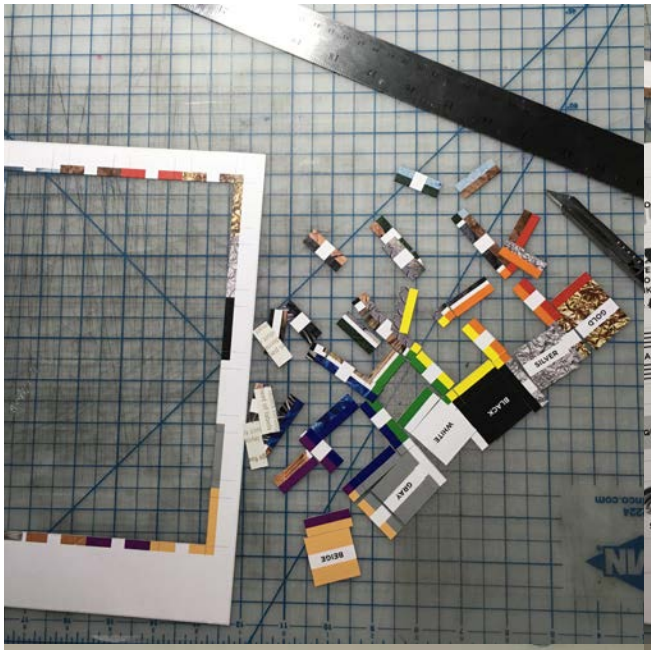
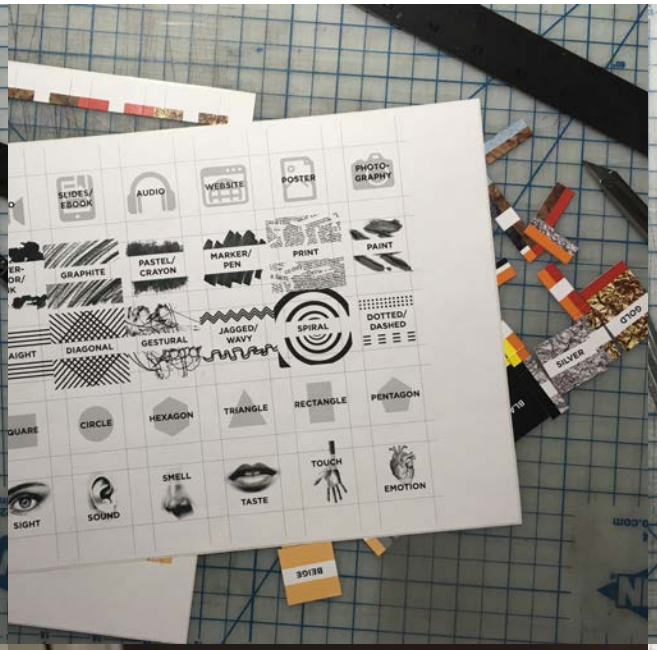
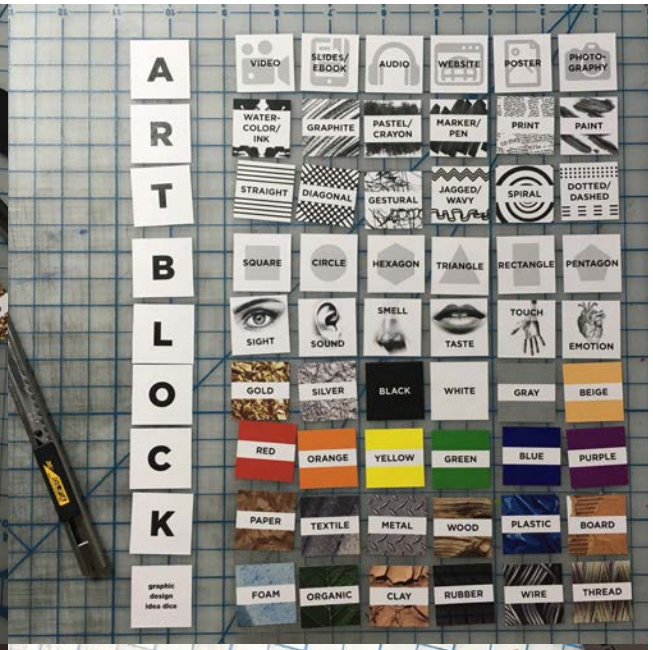
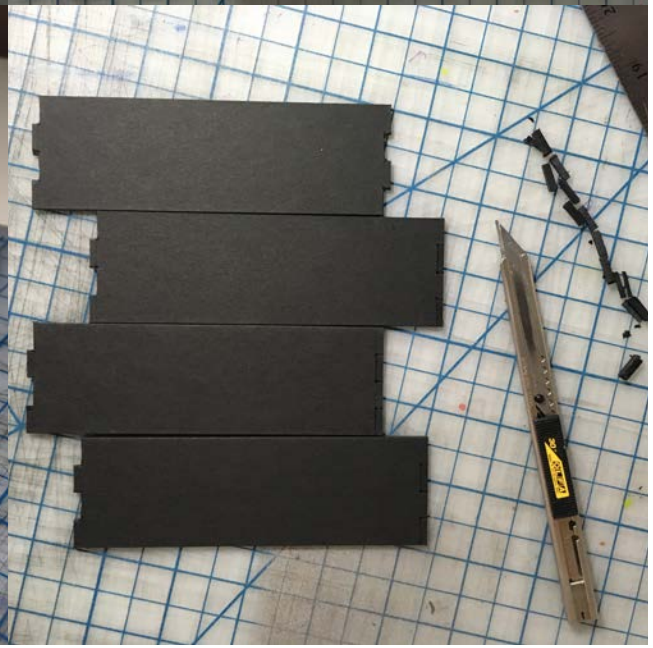
LIGHT BULB

↓

Break it down. What is a *lightbulb*? An illumination *device*.
What is *illumination*? A revelation. An idea. A spark.
How can I make a device to *spark* ideas for graphic designers?
A formal method for creative thought. An *idea-generator*.
Digital or physical?
Digital would just be a website/app random word generator/ already done/ boring/ useless if not accessible. Physical allows interaction/ specialized/ easy to reach for/ personal choice of how to use the product. I need to make a *fun* idea generator that graphic designers will use when they need inspiration, or have an *artistic block*.
So how do I randomize choices in a physical device? A game. Dice.

↓

ART BLOCK
(graphic design idea dice)

THE END.

— PROGRESS WORK —