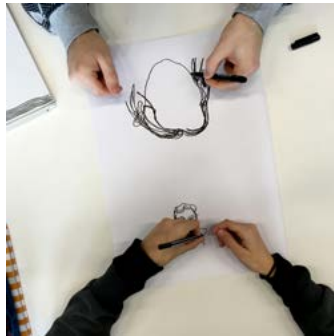


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## Seeing the world in and around us. Creativity, sketch notes & sketchbooks

»If you do not expect the unexpected, you will not find it, since it is trackless and unexplored.« Heraclitus<sup>1</sup>

Sketching is a method of observing and understanding the world around us. Sketching allows our creativity and visual literacy to evolve. It is an essential part of the idea generation process of a designer. Richard Sennet writes about the direct “link between hand and head” referring to the profession of the craftsman.<sup>2</sup> “Seeing comes before words. [...] It is seeing which establishes our place in the surrounding world”<sup>3</sup>, John Berger writes.

In this creative lab we will make use of various methods, tools and techniques in our sketches and visualisations. Over the course of a number of experimental exercises we will test the limits of scribbling as a creative technique and come to view sketching as a school of perception.

We will focus on a playful approach to idea generation and visualization in Graphic Design. We will deal with a range of topics, methods and locations: analog and digital, the indoor environment, the outdoor environment, music, sound, time, movement, nature, architecture, poetry, typography.

If the current situation and restrictions allow, excursions to these locations will form part of the analysis process. At the end of the project, we'll exhibit or publish our works.

If you are enthusiastic about sketching, open-minded and if you like exploring new ways of seeing you are welcome to join us.

Do you have any questions? Please feel free to drop me an e-mail:  
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—The project will take place in English.

<sup>1</sup><https://philosophyandsociety.com/2017/03/29/heraclitus-fragment-9/>

<sup>2</sup>Richard Sennet, *The Craftsman* (New Haven: Yale University Press, 2008), 149

<sup>3</sup>John Berger, *Ways of Seeing* (London: Penguin Book, 1972), 7