

HELLO

HOW TO BE A
CREATIVE
SPONGE!



jon hicks : hicksdesign

"How do you do it? How do you get the
ideas to actually design something??"

"Mr F" from London



"Designers need to be **visual leeches**,
constantly cataloguing and recording
information like a camera that's always
snapping photos"

Jason Santa Maria



"It seems to me that if you're a designer, then design runs through your veins like Pantone 7418. You can't stop looking at things through your designer eyes."

Ben Terret, "The Design Disease"



~~Visual Leeches ?~~

~~Creative Magpies~~

~~Visual Vampires~~

Creative Sponges ✓



CREATIVE JUICES!



mmmm!

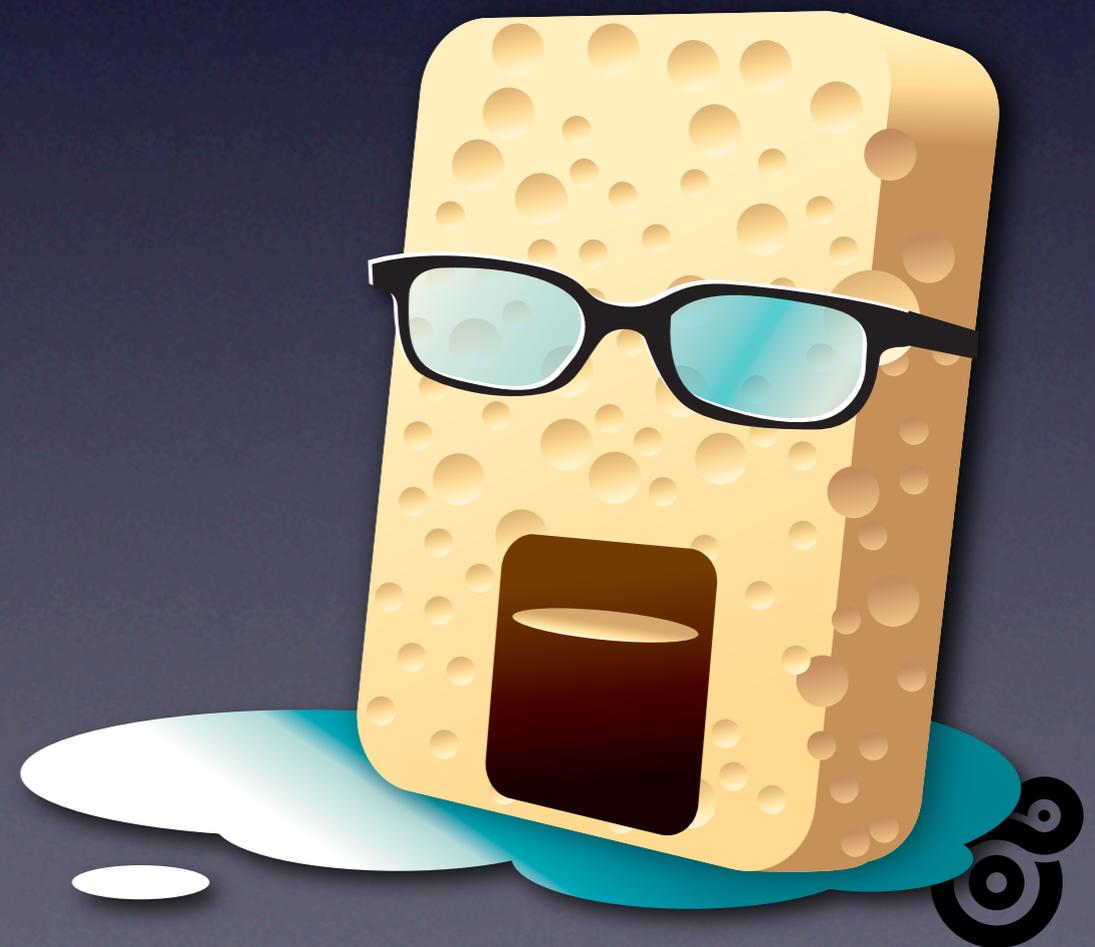


The 3 stages of the Creative Sponge

COLLECT!

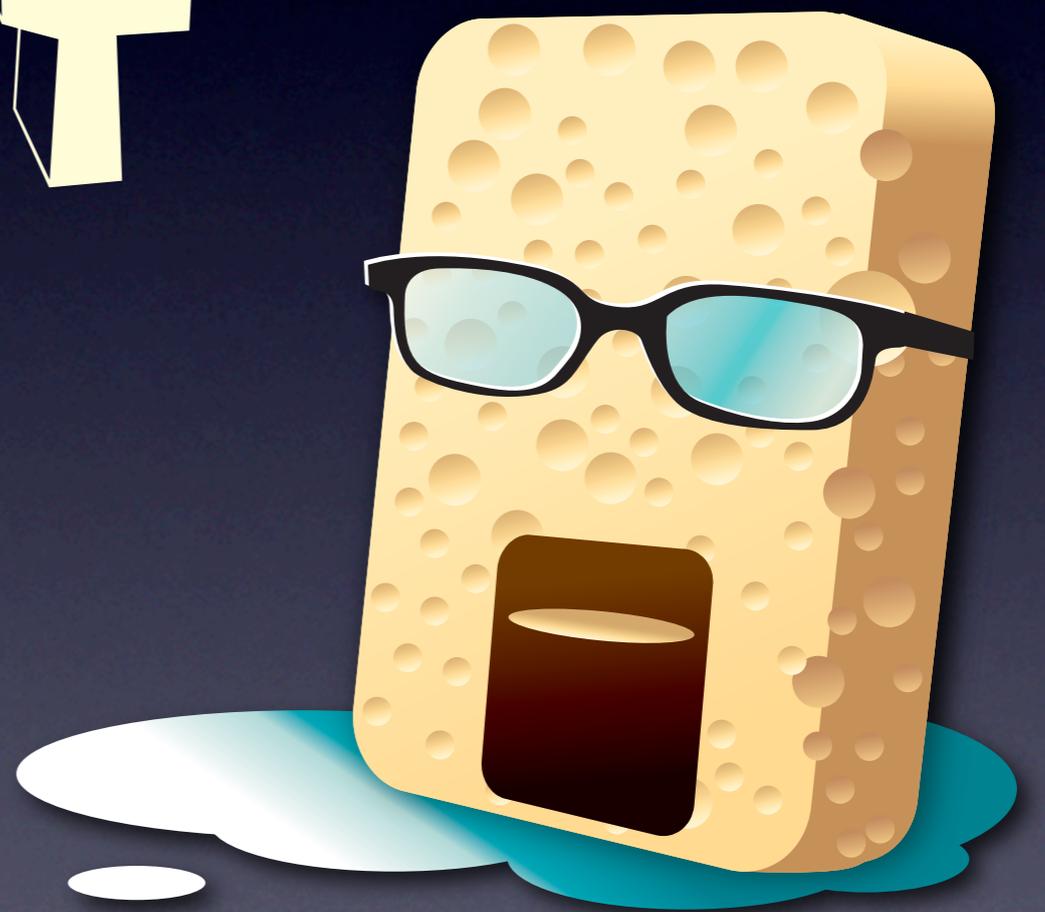
CATALOG!

CREATE!



COLLECT

**What do we collect
and where from?**



What are we collecting?

It's not necessarily 'Inspiration'

It's not necessarily 'Ideas'

It's Raw Material

It's Ingredients

It's FUEL



"Things I've collected **always** have
relevance at some point later on"

Georgie Bean, Interior Stylist



Sources to collect from...





©Khoi Vinh

observing life



PENGUIN BOOKS



MAJOR
THOMPSON
LIVES IN
FRANCE

Pierre Daninos

COMPLETE 2/6 UNABRIDGED



a Penguin Book

3/6

The Prime of
Miss Jean Brodie

Muriel Spark



books



Cassandra

by Ariel Leve



My friend Audrey has the ideal situation now. She is going out with a man who is besotted with her feet and wants nothing more than to give her a foot rub every time they meet. They haven't had sex yet, and the other night when we were at dinner, he kept sending her texts about what he wanted to do to her. But it wasn't pervy. It was about massaging her arches. What could be better? The only man who could top that is one who, while he was kneading a girl's instep, said: "Tell me all about your day. And take as long as you like. I can listen to you talk for hours."

After dinner, Audrey said she was going over to his house — for a foot rub. Like a footy call, only she was worried it would inevitably turn into a booty call, which would be a shame. All that time

‘Audrey said she was going to his house for a foot rub — like a footy call’

wasted on boring old sex when she could be having her toes caressed. I

foot job. "It was very erotic and unexpected," she told me, "I lead anywhere and I went home."

A few days later, she was way back from the chiropractor just had a cortisone injection in her heel. She was in his neighborhood when she stopped by and, when she slipped off her shoes and plastered them to the plaster. It was the first time she had seen her bare feet and he was enthralled. "Oh, your feet are beautiful," he said. An ex-boyfriend had said her feet were "exquisite." "Cute" was a little bit jarring.

After that, she played it safe and put her shoes back on and went to dinner, but back at his house he was much more appreciative. "I love your gorgeous feet," he said.

that, he said she has "young-looking" feet. That did it. She surrendered.



Perry Farrell

27 SIGHTS

The Dire Strait who swapped his bass guitar for a brush

32 TV&RADIO

Is our arts coverage dumbing down, asks Paul Hoggart

Five things that we learnt while making this issue

Berlin's artificial beach is called the Bundespressestrand (page 5)

Forty per cent of people who play *Tomb Raider* are women (page 12)

The FBI thought that the lyrics of **Louie Louie** were obscene (page 21)

The name **Perry Farrell** said fast sounds like "peripheral" (page 22)

"Drugs were not tolerated" in **Dire Straits** (page 29)



JK ROWLING

Author

JK has gone green for her next book, Harry Potter and the Deathly Hallows. The 784 pages will contain "a minimum of 30 per cent post-consumer waste fibre" and nearly two-thirds of the 16,700 tons of paper will be approved by the Forest Stewardship Council. A deluxe edition of the book will be printed on paper that contains "100 per cent post-consumer waste fibre".

miss Kenneth Clark or will an ex-DJ suit us better?
TV&RADIO, 32

For more access info, consult Artsline (www.artsline.org.uk) or Arts and Leisure, 292 Vauxhall Bridge Road, London W8 5AP. Always telephone before setting out.

SOUNDS

SIGHTS

TV&RADIO

magazines



TOP 5 OFFICE FAVOURITES

The DVDs our colleagues keep pinching...

1 Last-minute our loved digital rad by the kin himself, Mat is therefore V It's available Lewis, all of least 4pm tod 049049 (John

1 **HOUSE OF FLYING DAGGERS**
20TH CENTURY FOX

When they borrow it they say 'it can't be better than Miro!' When they bring it back it's a very different story. Epic and beautiful, the film's always going wrong...

2 Mug tre Mug rac are rath they tak off shelves and one comes with mugs. One for we reckon: £25 020-7261 1800

2 **MEET THE FOCKERS**
UNIVERSAL

The follow-up to Meet The Parents seems to attract extremely tired people who fancy a few no-brainer giggles before bed. And there are a lot of people like that.

3 Come Ja world w things C get ahead knocking yours one of John Ste fabrics? Prices Ladakh silk (W: 130cm), from John St 4700 (stefan

3 **TEAM AMERICA: WORLD POLICE**
PARAMOUNT

You might have guessed from previous 'office favourites' that the humour round here isn't that nightow. The popularity of Team America

BEST NEW BOOKS

Switch off your telly and read something instead!

The Story Of Film
By Mark Cousins
Supplied by Pavilion
Price: £25.00
Film history is no simple thing. It is filled with more twists than an M Night Shtymalan picture, more nuances than Citizen Kane and more stories than there could ever be time to tell. Giving anything more than a whistle-stop tour is a laborious undertaking for both writer and reader; however, Mark Cousins slaloms through the silent era, Hollywood and the European avant-garde to Japanese and other non-Western filmmaking. At every turn he is incisive, colourful, provocative and probing. This is a truly important piece of film history literature. Read it now.
Overall: ★★★★★

TimeOut Film Guide 2005
Edited by John Fyn
Supplied by Flory Publishing
Price: £19.99
Into its thirteenth edition, the TimeOut Film Guide continues to boldly go forth as one of the foremost film bibles. With over 16,000 reviews compiled over 36 years, every single visit uncovers a veritable feast of info to be devoured until you are fit to burst. This new edition includes 44 'backstory' interviews with filmmakers on significant recent releases and 133 illustrated 'Cinefile' features on classic...



The Chosen Ten



Magnetic



Yay! Now you can ge

InCine

LITTLE MANHA

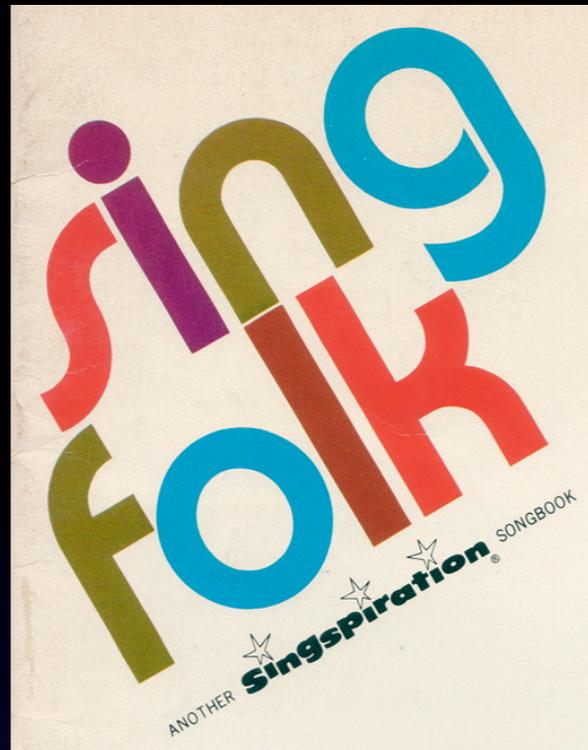
RELEAS: PG-13 mins, June 10
DIRECTOR: Mark Levin
CASTING: Josh Hutcherson, Brady Cynthia Nixon

YOUNG LOVE BLOSSOMS IN M
Manhattan, but don't vomit just yet observational teen comedy has just to win over wary adults. Much like 17 Years (which director Mark Levin ab and produced), it's narrated by 17 y Josh Hutcherson), who recalls the started to look at schoolmate Rose Ray) in a new light. Romantic oboda her flowergirl duties... films and by using G...
uncertainie...
with accurac...
Some points a...
Catal's much in ead...



magazines





found typography





inquisitor
safari search spectacular



Divergently

Battle frizz with quick hair epoxy jel -

BATTLE FRIZZ WITH QUICK HAIR EPOXY



stuff off t'internet



NEW RELEASES from T26 // FEATURING 7 NEW FONTS.

Features For
June
2007

FONT SHOWCAS

This header is set in Jackdaw, August and Granite all from our Friends at Aliaa in



A one weight font designed by Active Image

Related: [comic](#) | [cute](#) | [decorative](#) | [funny](#)



Related: [comic](#) | [cute](#) | [inline](#) | [outline](#) | [sassy](#) | [shadow](#)



freebies





t-shirts





©DJ Damien: <http://www.flickr.com/photos/djdamien/366246293/>

leaflet racks





clothing labels and tags





dorset

fruit, nuts & seeds
a tasty blend of cereals with raisins, apricots, pumpkin and sunflower seeds, blanching flaked almonds and hazelnuts and more

100g e of unadulterated breakfast pleasure

dorset cereals®

super cranberry, cherry & almond
an exquisite blend of cranberries, cherries and almonds with chilean flame raisins, sultanas, sunflower seeds and toasted cereals

100g e of unadulterated breakfast pleasure

dorset cereals®

super high fibre
a really delicious blend of toasted cereals with juicy chilean flame raisins, dates, sunflower seeds, toasted coconut, apricots and roasted hazelnuts

100g e of unadulterated breakfast pleasure

dorset cereals®

super muesli
a delicious blend of cashews, almonds and almonds with dates, chilean flame raisins and multi-grain flakes

100g e of unadulterated breakfast pleasure

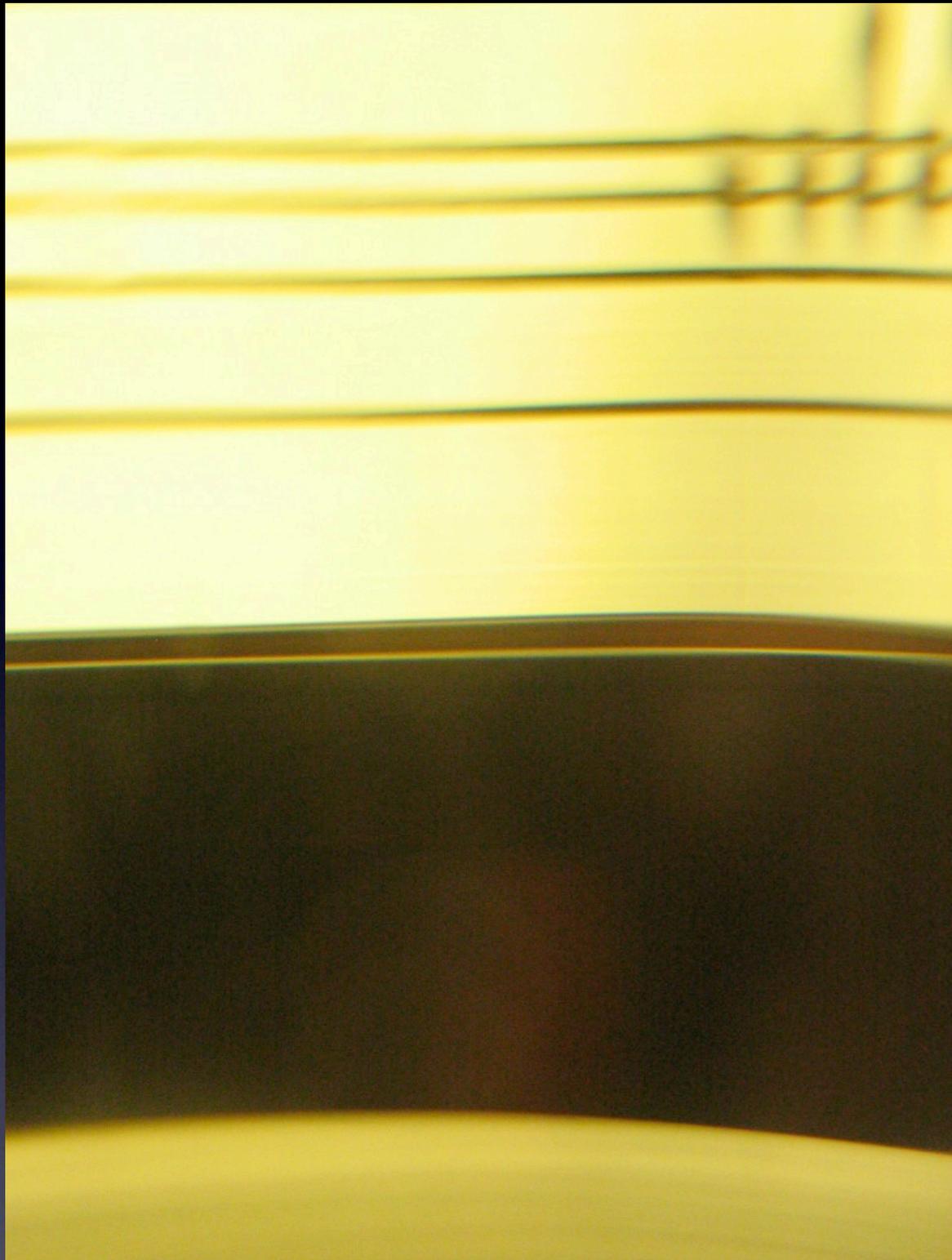
packaging





photos that go wrong





photos using other objects





doodles from your head

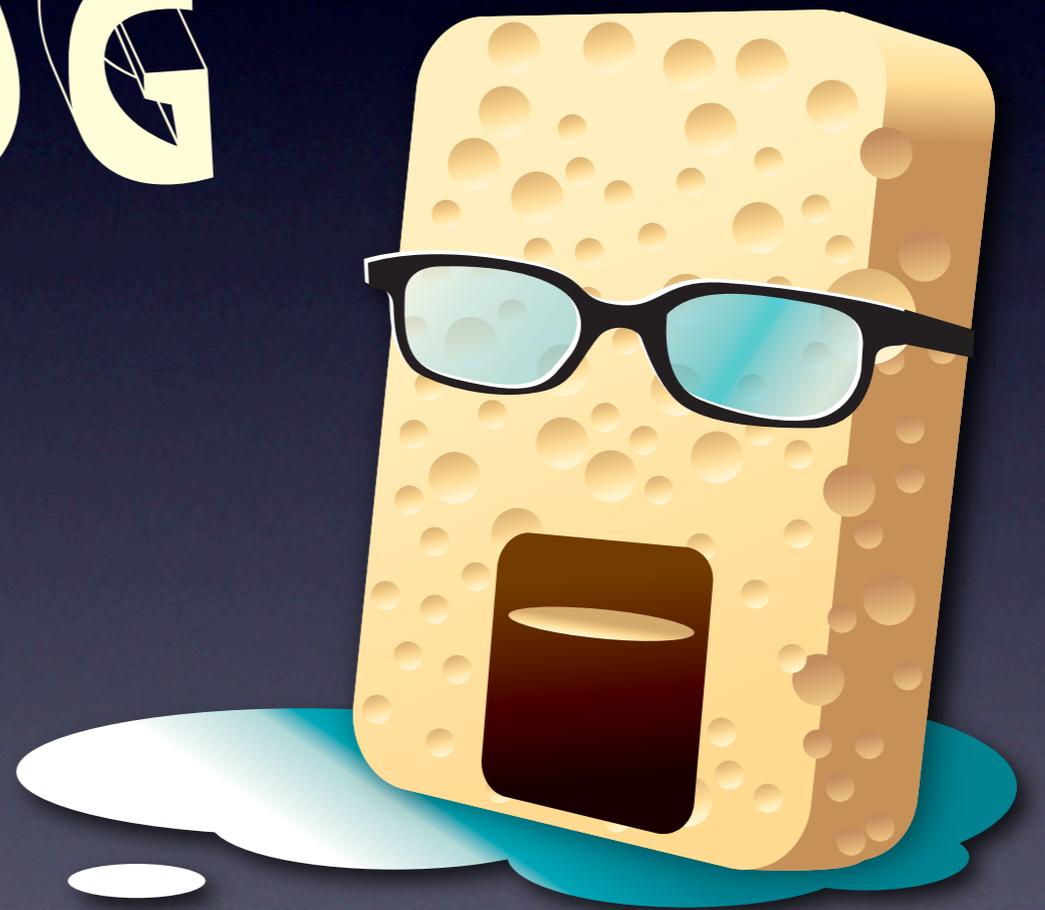


...OK, you get the idea...



CATALOG

**What is your
'trusted system'?**



"Designers are magpie-like creatures. If we see a style or approach that we enjoy we'll absorb some of it, **sometimes consciously, sometimes not**"

Michael Johnson, Johnson Banks





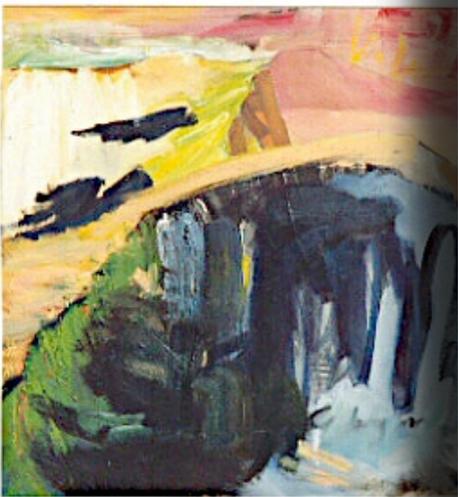
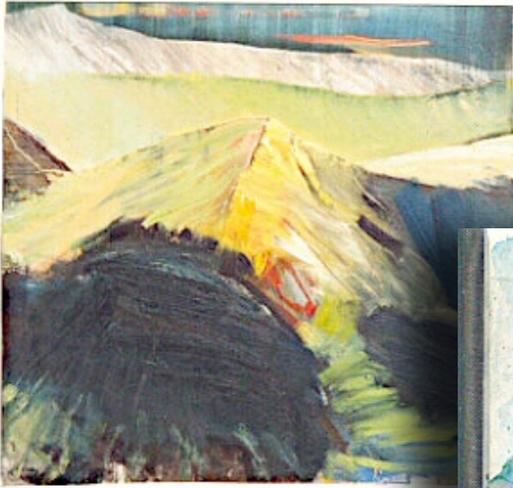
your head





the good ol' sketchbook





Brecon Beacons series for Leah Gallery. Both unfinished - this is they're shaping up - lots of and exaggerated form, broad brush. Acid landscapes - pinks, greens, red, blue.



Saturday 1st March - Tony Cragg at the Whitechapel. Good. Superb accompanying drawings to ridiculously intriguing sculptures. One made entirely of dice (or die) whatever. Bottles, teeth... Olly loved it, Katy loved it, ~~Stu~~ Stu not so sure



Tony Cragg:-
Complete
Omnivore.



Cont'd. the image in colour.

What's the name of the bit from Blake who walked in Iceland - cat in Whitechapel stop?



the good ol' sketchbook





binders



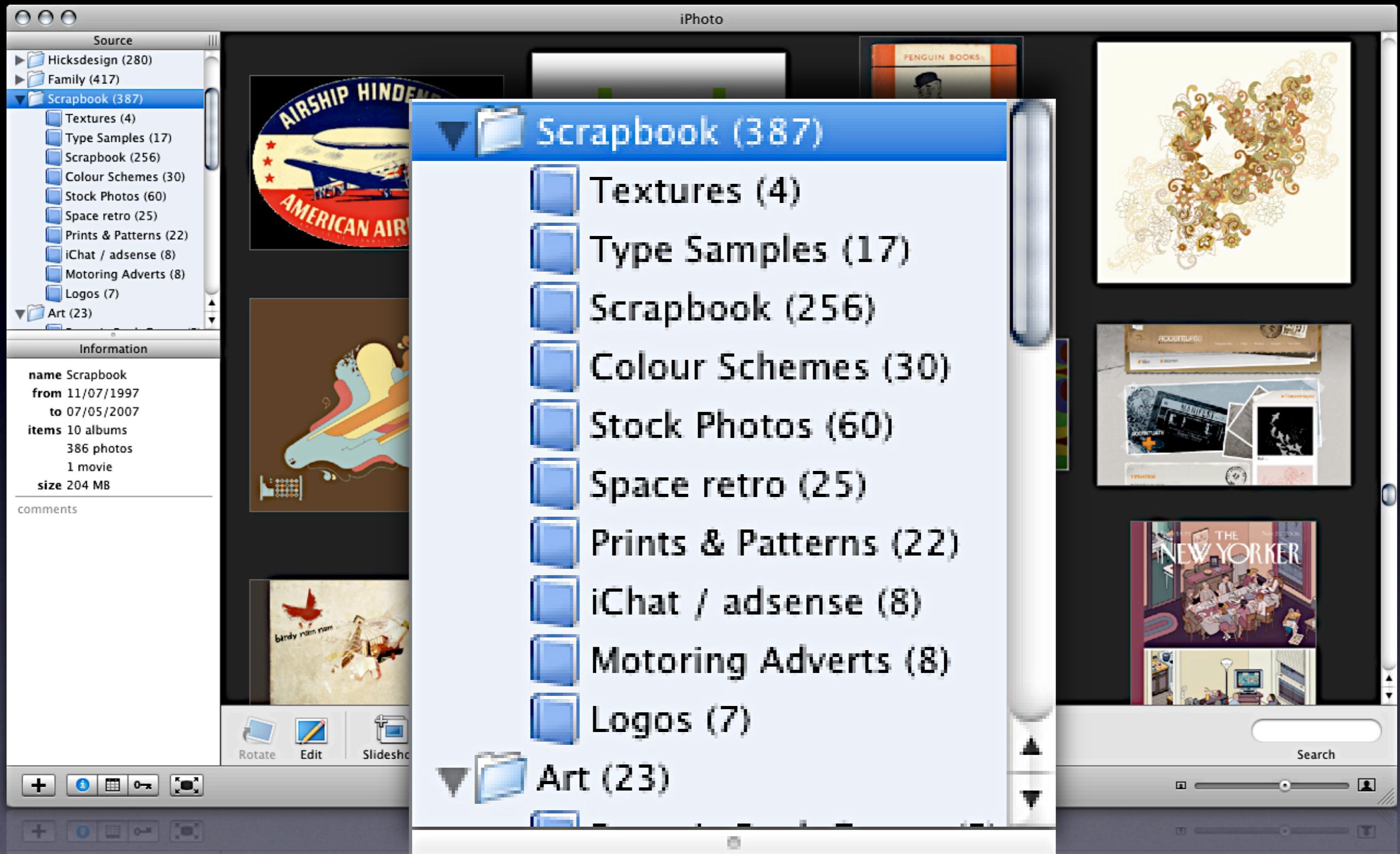


box files



Design spongery 2.0...

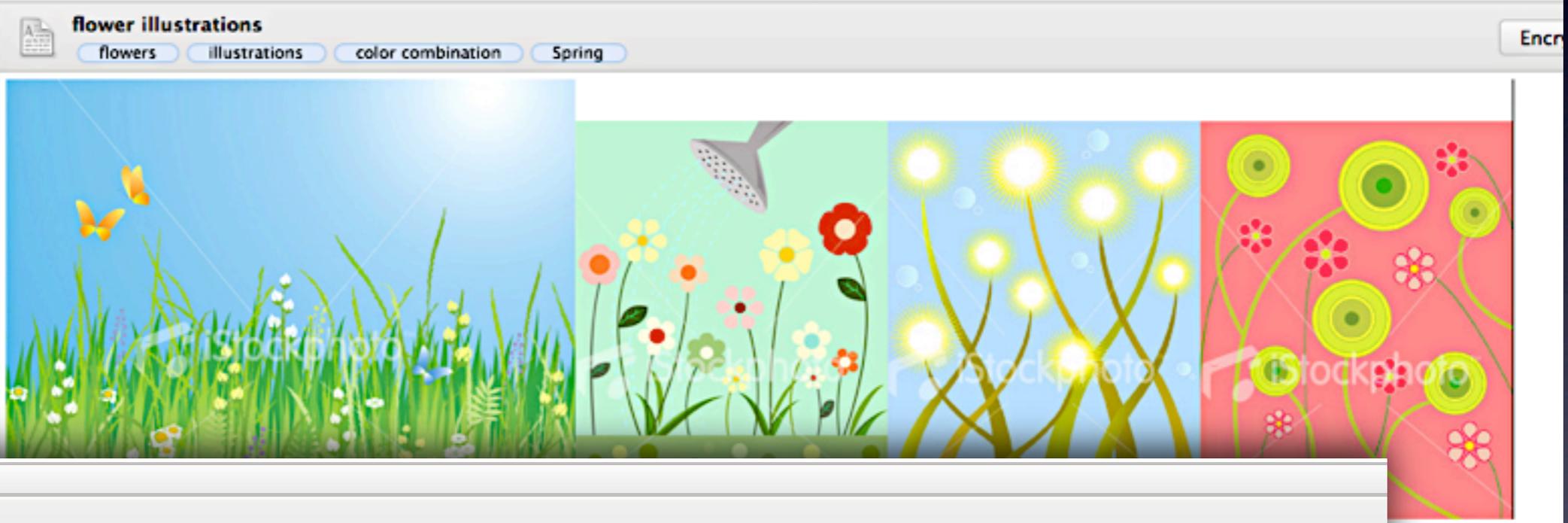




iPhoto



Collections	Name	Date Modified
Library (188)	objects	Wednesday 18 April 2007
Flagged Items (1)	people	Wednesday 18 April 2007
Recent Items (20)	guys	Saturday 14 April 2007
Archives (4)	girl illustrations	Saturday 14 April 2007
Bookmarks (110)	girl hands	Saturday 14 April 2007
Notes (74)	flower illustrations	Saturday 14 April 2007
Blog ideas (12)	Colors	Sunday 4 March 2007
Color combinations (3)	Catalina Estrada	Thursday 1 March 2007
Cool CSS stuff (2)	Moleskin illustrator movies	Thursday 22 February 2007
Cool CSS Tricks (20)	QORA & SHAJ	Tuesday 16 January 2007
Cool JavaScript stuff (1)	Vonster illustrations	Sunday 14 January 2007
Creative stuff (5)	Sceneries background ideas	Sunday 14 January 2007
Design Inspiration (31)	Notebooks	Sunday 14 January 2007
Design resources (2)		
Design tricks (5)		
Desktops ideas (8)		
DOM (4)		
Expression E		
Flash		



flower illustrations

flowers illustrations color combination Spring

yojimbo



**The 'Killer App'
for the web-savvy
creative sponge...**

flickr





Typophile

Discussion Pool



NEW From [feaverish](#)



From [FOUR ROOMS](#)



From [seite7](#)



[feaverish](#) (✉)



From [feaverish](#)



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Pictograms and Public Space Typography

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Discussion Pool Map 103 Members



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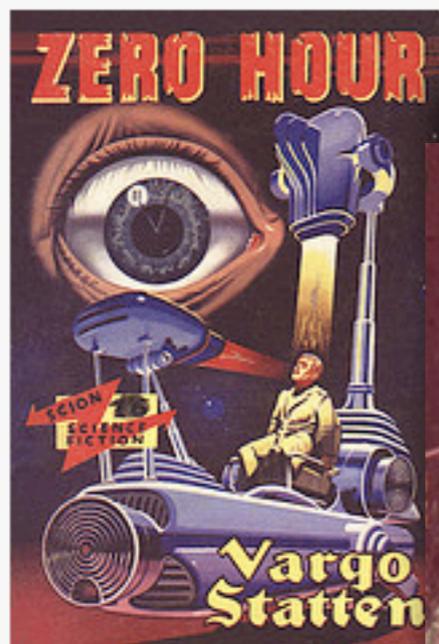




Ron Turner Cover Collection

Thumbnails | [Detail](#) | [11 comments](#)

[View as slideshow](#) (E)



A gallery of sci fi pulp covers painted by the
british illustrator and comics artist Ron
Turner for british pulp magazines in the
1950s.

Also includes:

Artwork from the Into Space with Ace
pop-up book (1953), a double page
from Lauries Space Annual (1953) and
a series of painted covers for Practical
Mechanics Magazine (1953-1962).

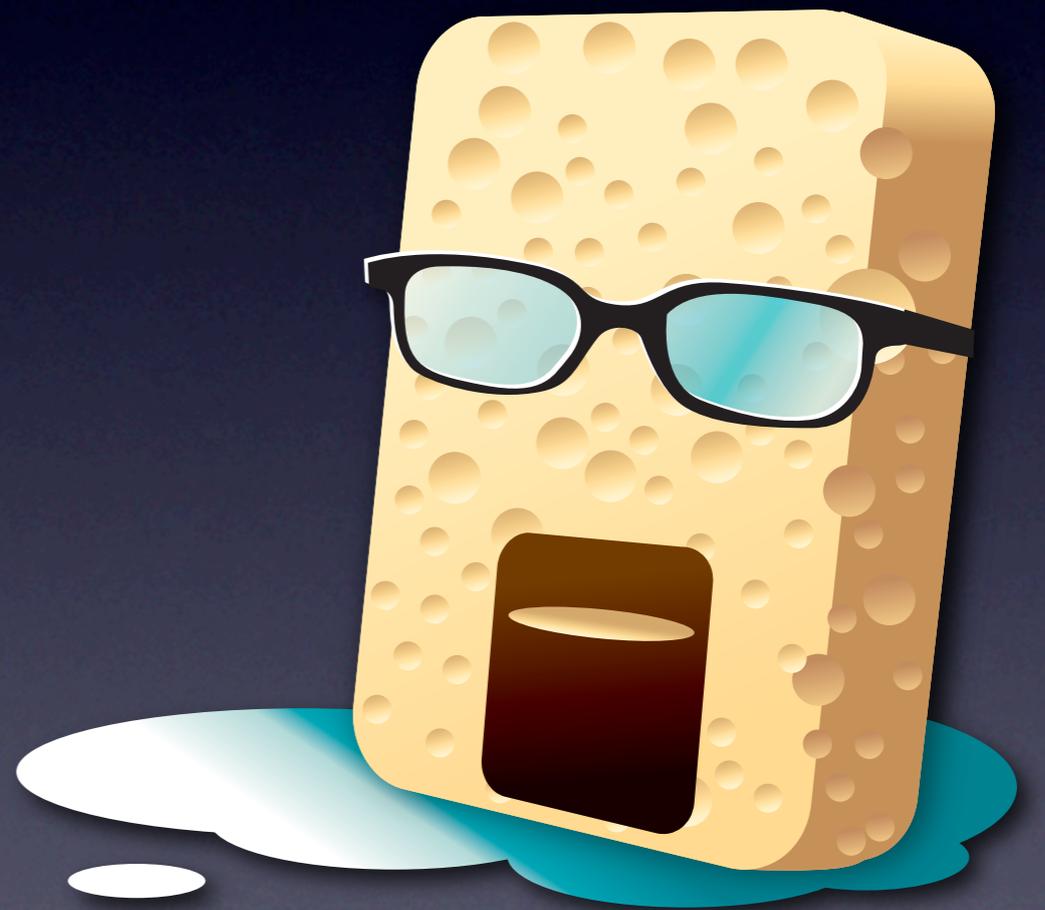
151 photos | 20,840 views | [Add a comment](#)

Photos are from between 07 Feb 06 & 1



CREATE

How do we use these collections to create stuff?









the fear : a blank piece of paper!



"Collecting things stimulates the brain. It helps you think of something fresher."

Wieden + Kennedy



Creative Catalysts

- Deadlines!
- Change of environment - walk/drive
- Go to Bed!
- Peace & Quiet (go for a wee)
- Take a shower
- Brainstorming / Mind-mapping





1642

S

Critique it!



The logo for the London 2012 Olympic Games. It features the word "LONDON" in a large, bold, black, sans-serif font. The word "2012" is positioned below "LONDON", also in a bold, black, sans-serif font. The letters of "LONDON" and "2012" are interconnected by a series of colorful, flowing ribbons in blue, yellow, green, and red. The ribbons enter from the left, loop through the letters, and exit to the right, creating a sense of movement and unity. The entire logo is set against a white background.

LONDON
2012





But are these really any better?

Moodboards

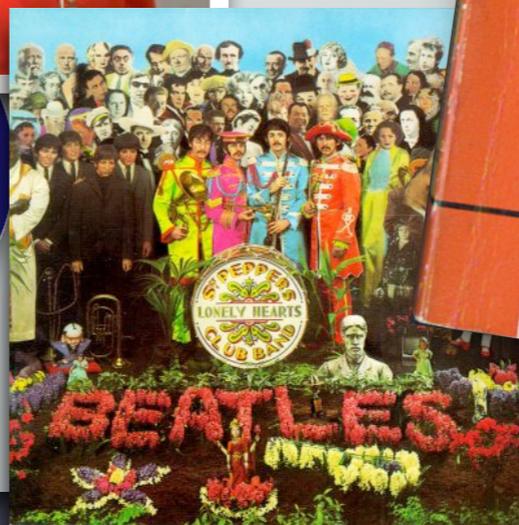
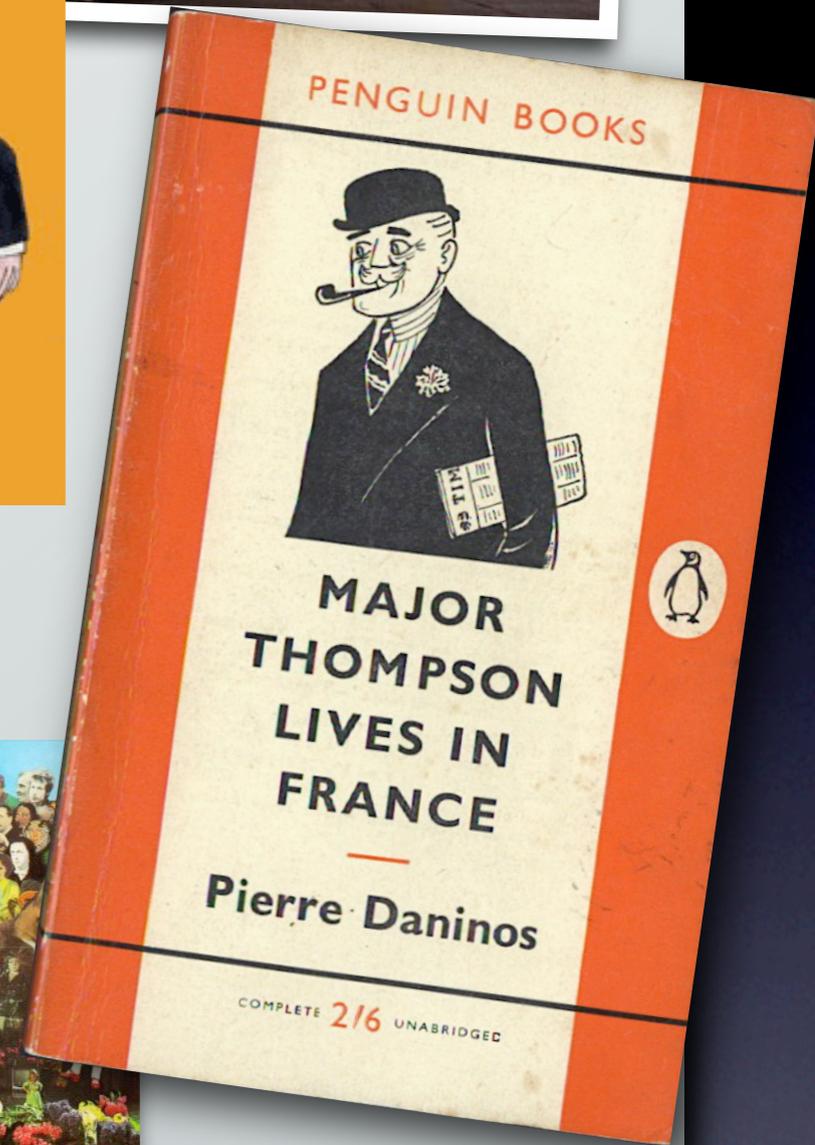


A man with long, dark, wavy hair, wearing a dark suit, white shirt, and dark tie. He is looking slightly to the right with a neutral expression. Two white speech bubbles are overlaid on the image. The background is a plain, light color.

**I can has
moodboard?**

kthxbye!





Divergently

Battle frizz with quick hair epoxy jel -
BATTLE FRIZZ WITH QUICK HAIR EPOXY



a moodboard





another moodboard



Advantages of using moodboards

1. Concentrates on the concept/mood
2. Stimulates conversation with stakeholders
3. Quick to make
4. Clients can make their own!



Spot Design Patterns



“Reuse, recycle, but don’t reinvent the wheel unless necessary”

Brian Christiansen, UI Engineering.



“Patterns are optimal solutions to common problems, tossed around a community and are resolved, solutions spontaneously emerge. The best of these rise above the din and become refined until they reach the status of a Design Pattern.”

Design Patterns





Footers
45 photos



Friend Request Messages
2 photos



Headers
63 photos



Login Form Design Patterns
60 photos



Navigation
13 photos



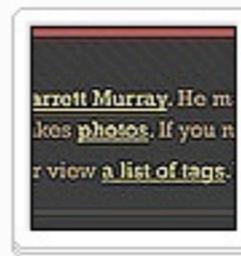
Privacy, Publicity and Permissions
12 photos



Shopping Cart Design Patterns
3 photos



Tab Design Patterns
36 photos



Tagclouds
35 photos



Tagging Interfaces
7 photos



Text Editors
14 photos



Search Design Patterns
6 photos



Upload Interfaces
8 photos

14 photos
Text Editors

6 photos
Search Design Patterns

8 photos
Upload Interfaces





Tab Design Patterns

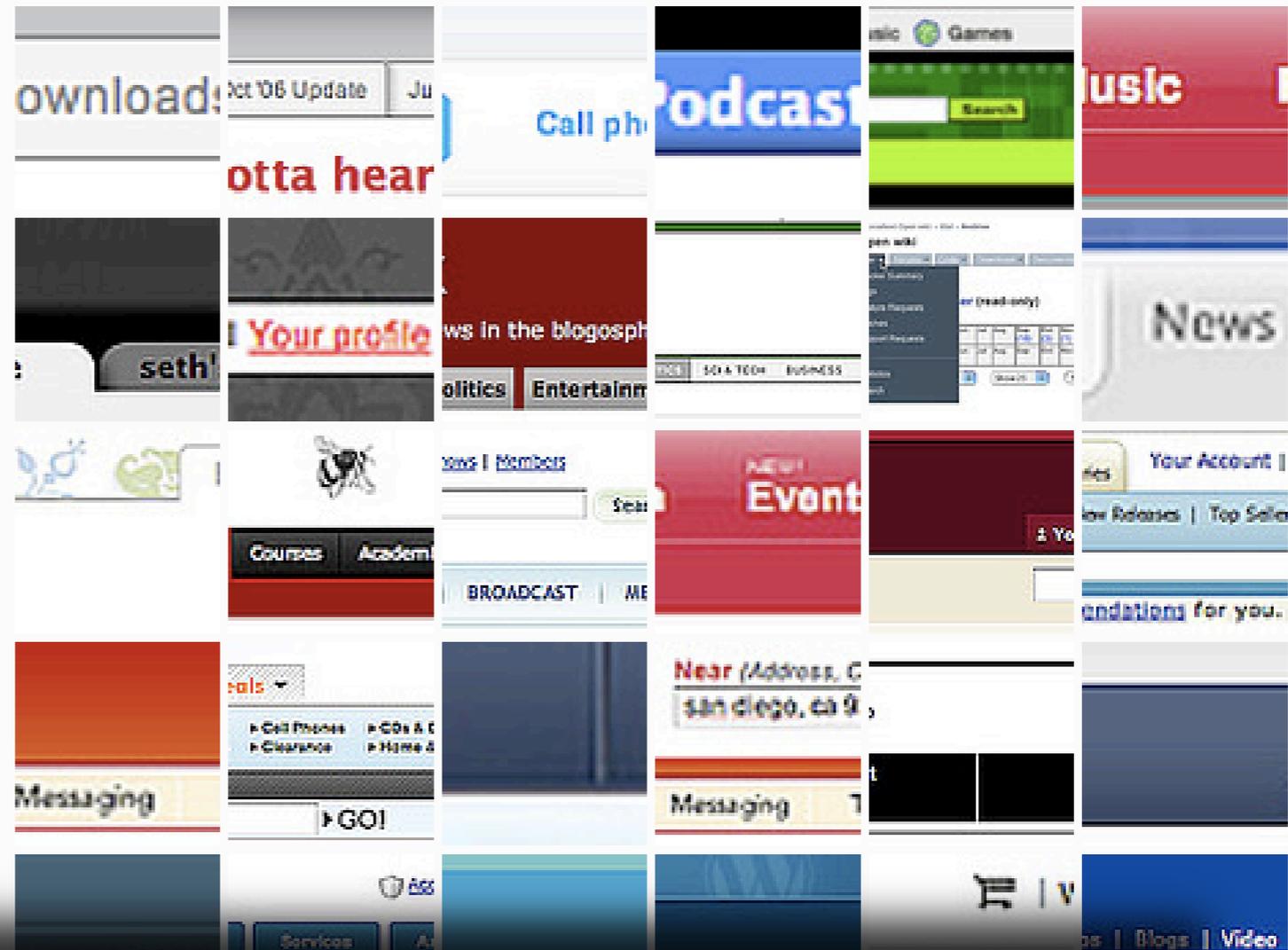
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Photos are from between 28 Dec 05 & 23 Apr 07.



Summary

Music

Podcasts

Photos

Contacts

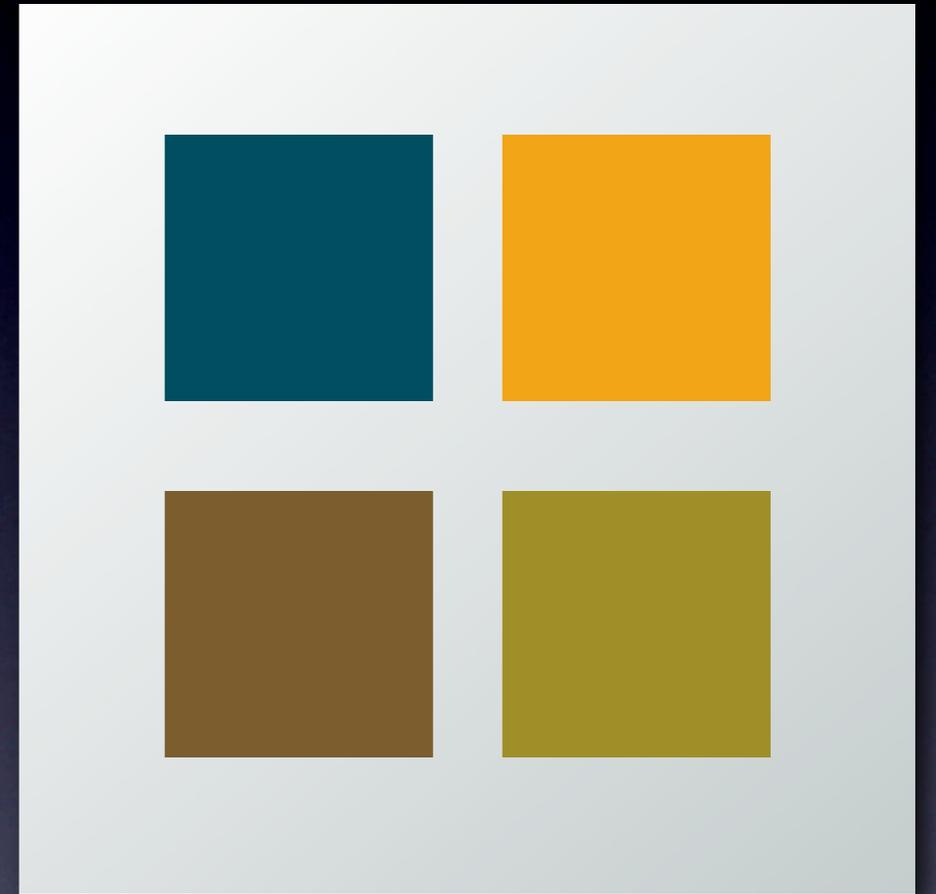


Sample colours



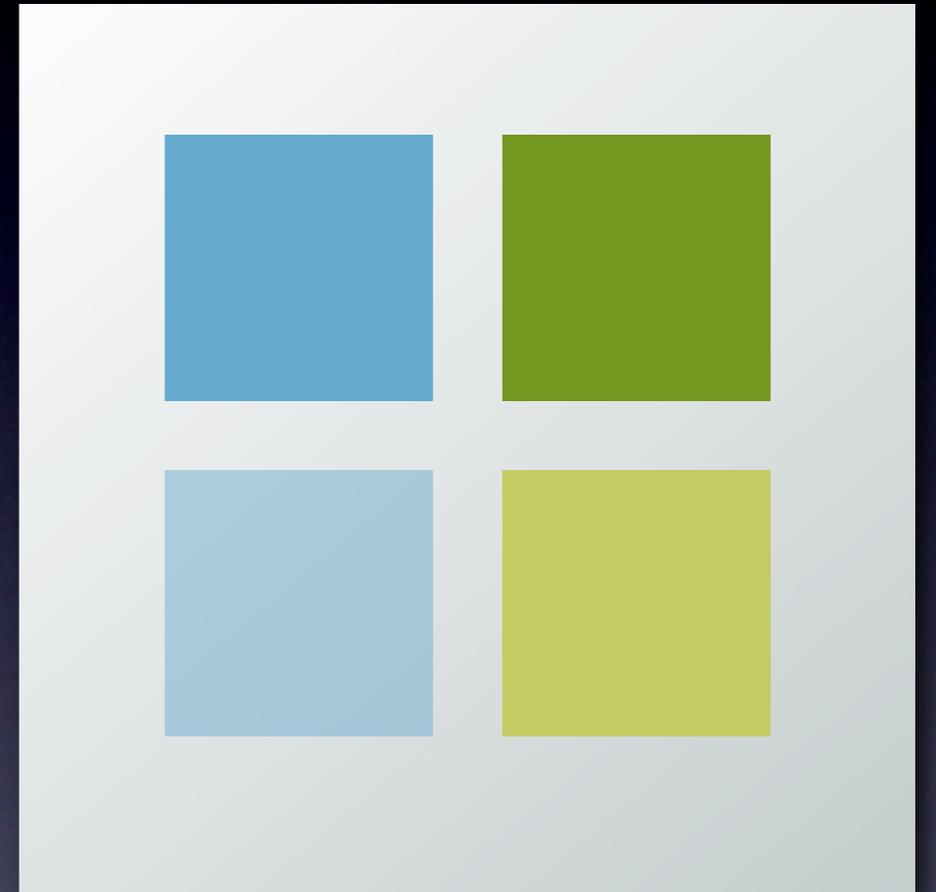


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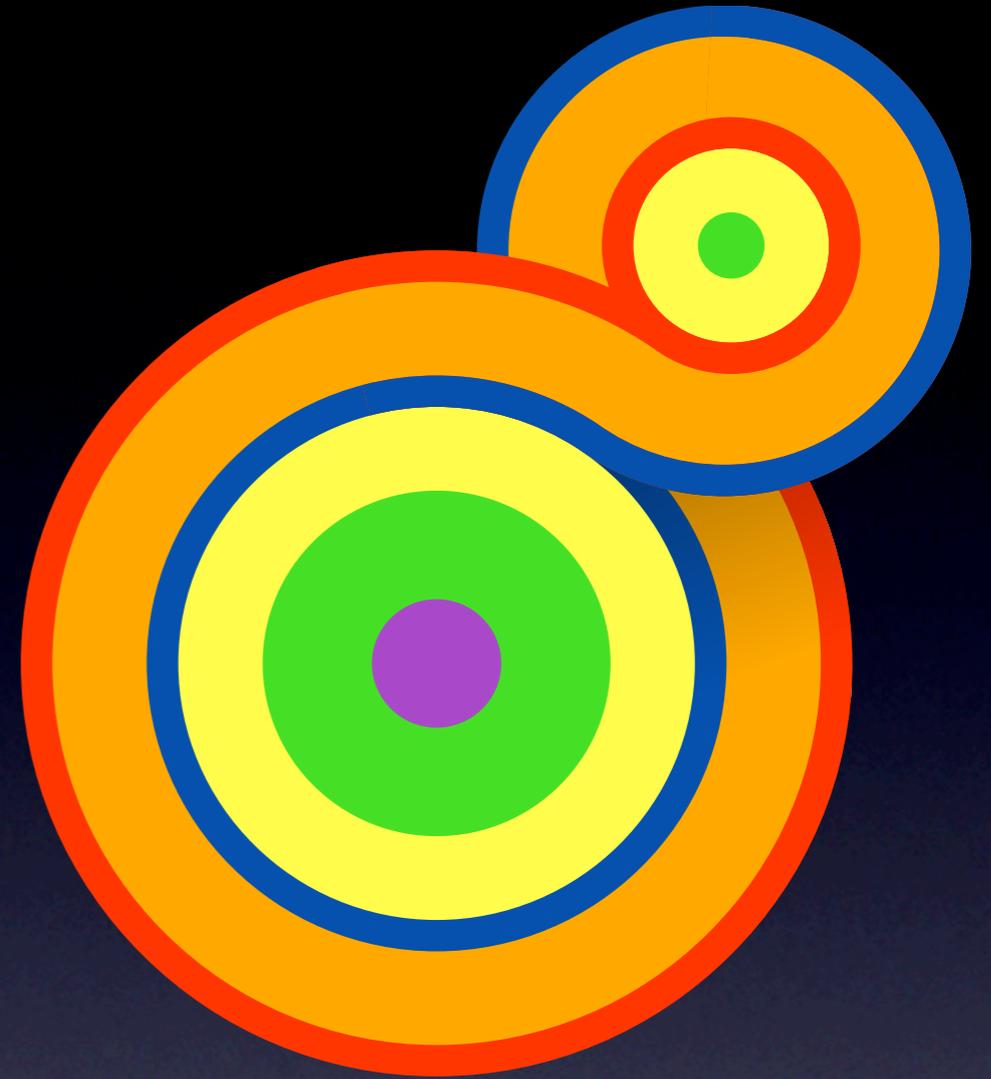


**Finally, a couple of my own
examples...**





==



hicksdesign's new logo



Miss Scarlet
in the hall
with a revolver

Open Doors **STUDENT** site
the youth & student ministry of Open Doors

live passionately as the Body of Christ

Take action now!
Summer opp to serve the persecuted
There are some awesome trips lined up this summer to go and meet and serve persecuted Christians, but we urgently need people to sign up to go on them. There are trips to Asia and also Mexico.
Visit the [Travel opps](#) and find out a bit more and get in touch!

PRAY now!
Afghanistan
Pray for Afghans who turn to Jesus – they are often pressured by their family and society to return to Islam and may face continuous verbal abuse, intimidation, beatings, unemployment and even imprisonment. Ask God for courage and protection for Afghani church leaders. ...and pray for all who share the Gospel in word and deed.

FROM THE BLOG:
Great Big Tea Party, or is it?
16 May 07
Great Big Tea party, or is it?

Latest news
Life lessons
16 May 07
"If it wasn't for the teachings we received we would"

Donate! BY SMS
You can donate £1.50 to Open Doors and do something really useful! Text HELP to 84424 now to make your SMS donation.

open doors student site



"Soak up *everything*, you never know
when you're going to need it"

Jon Hicks

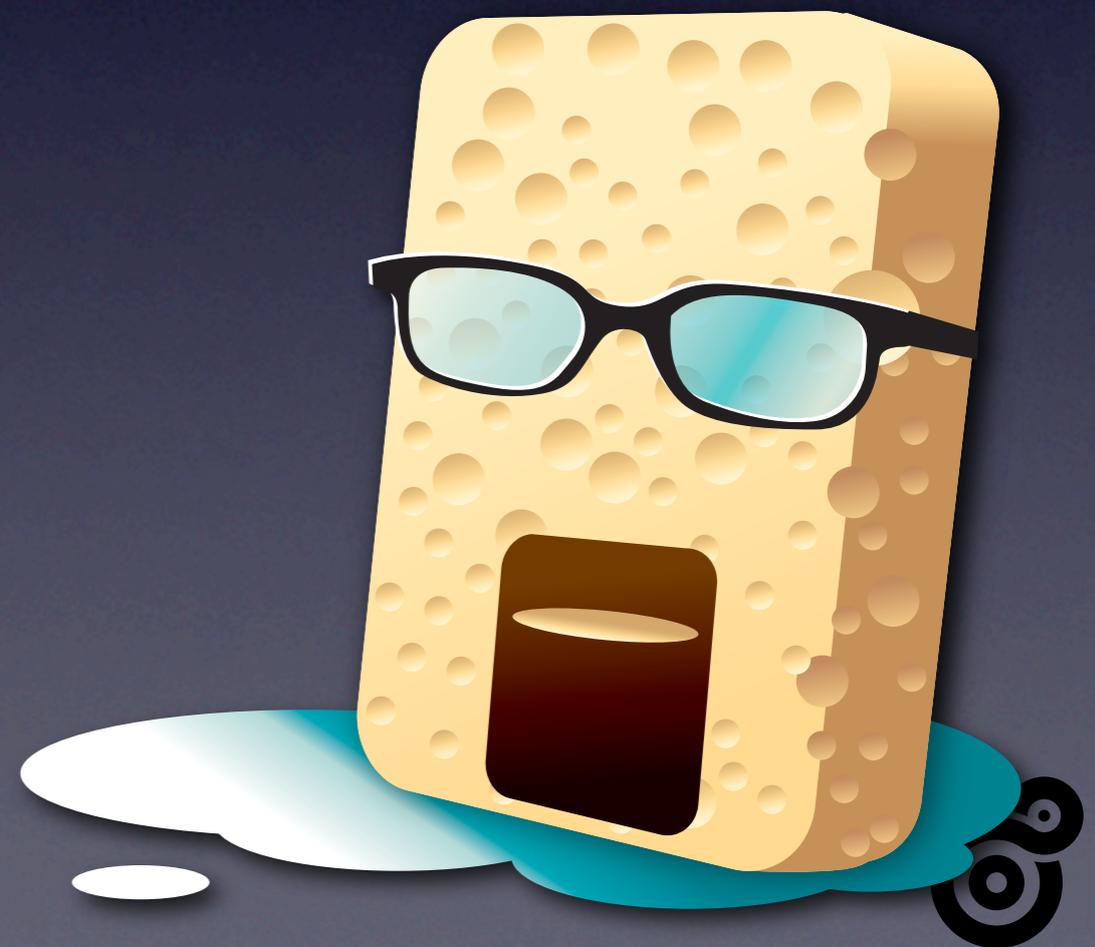


The 3 stages of the Creative Sponge

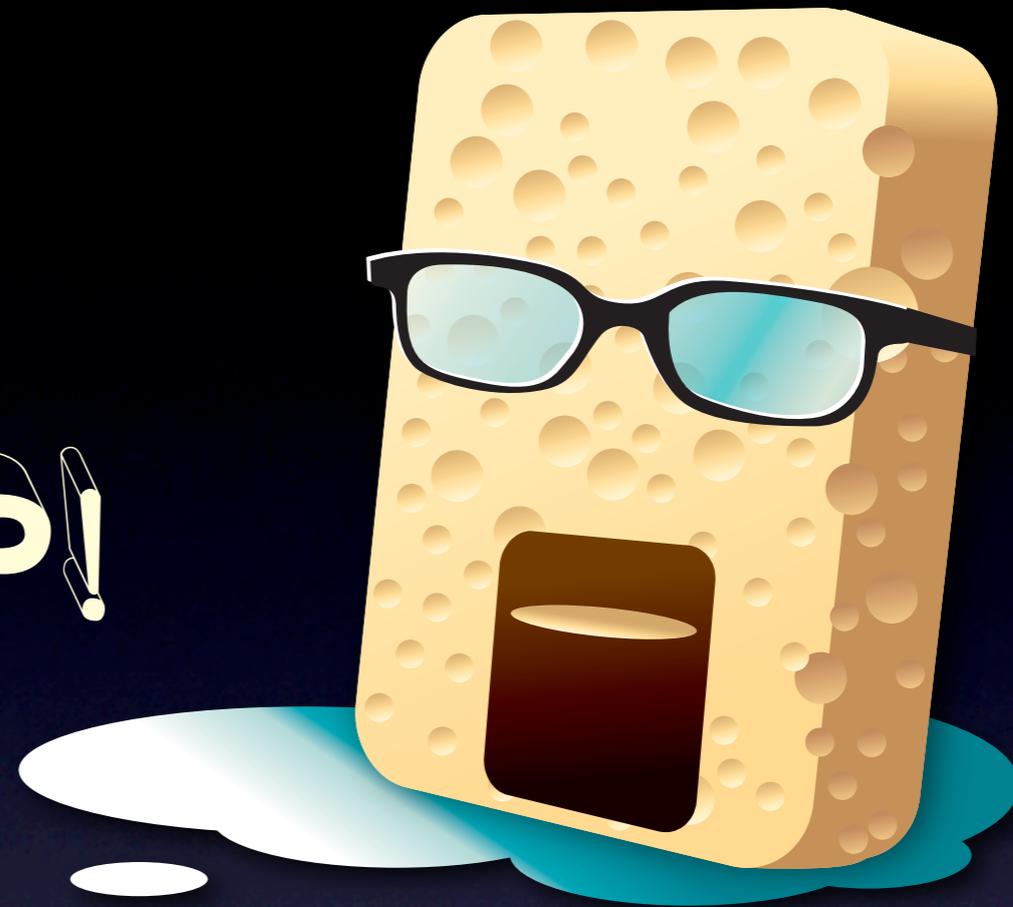
COLLECT!

CATALOG!

CREATE!



SOAK IT UP!



<http://del.icio.us/jonhicks/sponge>



[http://hicksdesign.co.uk/journal/
be-a-creative-sponge](http://hicksdesign.co.uk/journal/be-a-creative-sponge)

