

Advice for Creating Non-representational Solutions

1. Avoid use of representational elements, “one-liners” and clever solutions.
2. If you’re using representation as a basis, abstract the elements to function in a more subtle way.
3. Focus on developing a narrative in the composition and create relationships between the elements.
4. Remember gestalt - less is more! Use economy and don’t feel the need to fill white space.
4. Vary scale and strive to create intriguing space, form and movement.
5. Utilize variety in shapes and weights of line and objects.
6. Avoid repetitive and predictable themes.
7. Avoid strong usage of symmetry and central focal points.
8. Give equal consideration to the interest of negative space. Don’t focus only on figure elements.
9. Allow elements to bleed off the border. don’t vignette the image.
(Design with the mounting sheet to get a better idea of how the border will affect the composition.)
10. Avoid uncomfortable croppings of elements.
11. View compositions at a distance from time to time and use your phone to record progress images.
12. Rotate compositions to examine relationships between elements and different possibilities for the composition.
13. Use thumbnails for brainstorming, but don’t spend too much time on them.
14. Try to design to your strengths. If you are not capable of a slick, graphic solution, try a less refined more creative approach.