

SYNERGY OF AUDIO AND VISUAL IDENTITY

LIEPAJA 2019

Latvian design 2020

- The purpose of the publication is to help to understand the design situation and processes in Latvia in an interdisciplinary way, outside the formal boundaries of institutions and sectors
- The publication critically maps the contemporary design landscape - strengths and weaknesses, as well as defining a strategic vision and the potential of opportunities at national level
- Available at <http://design.lv/lv/event/rokasgramata-latvijas-dizains-2020>

Definition of design

- **Design** is a **process** of strategic development, an **approach** and a **way** to identify and **solve problems** *
- Effective design applies to both outcomes and processes, emphasizing the importance of design thinking at all levels of decision-making and management*

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What is design?

- **Material - Product, Packaging, Graphics, Environment, Fashion, Advertising, Interaction, Sustainable, Digital**
- **Intangible - Service, Communication, Information, Process, Strategic, Social, Critical, Experience**

Discussion:

Interaction between tangible and intangible design?

Interaction between tangible / intangible design and sound design?

How does design influence or complement one another?

Design education

- ... the knowledge and methods accumulated in the cultural education system can be transferred to all levels of the education system by implementing the concept of design-based learning... *

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Design for whom?

- Design and designers are largely responsible for improving the quality of life of every member of society. This process requires interaction with other sectors while addressing environmental, technological, economic and social challenges.*
- People's knowledge of design and their right to design is essential as it creates a demand for design. Awareness of the right to quality design creates new environmental and living standards in society *
- Who is the target audience for your design?

Audience interaction with design

- How much will the design cost?
- How will the design reach its target audience?
- What target groups will consume the design?
- How will the design be consumed?
- Will the design be functional?
- Will the design be sustainable?
- Will the design be local / international?

Synergy of audio and visual identity

Discussion :

- Design problem?
- Design aim / problem solving?
- Design target group?
- Concept?
- Visual + Sound? Ideal proportion?
- Implementation, distribution?
- Financing?



Interreg

Latvija-Lietuva

Eiropas Reģionālās attīstības fonds



EIROPAS SAVIENĪBA

**“Paradigmas maiņa no "tradicionālajām" uz radošajām
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