

B M I N I M A L

DESIGN LECTURES

Design as a Minimalist will be a collection of lectures and that focus on how minimalism can be implemented into the design workplace, and how designers can use minimalism to cut back on waste and make more creative and useful design decisions.

Minimalism: "I am intentionally trying to live with only the things that I really need."

- intentional promotion of things that we most value and the removal of everything that distracts us from it
- reassessing priorities to strip away the excess and nonessential to focus on the essential

Lectures: how implementing minimalism will benefit financially and environmentally, create better design, help simplify design process

Fonts: san serif, simple, clean lines

Examples:

- minimizing paper waste by using different solutions
- being selective on elements added in brand
- culling large selection of typefaces, clutter, too many options
- clearing work environment
- subtracting unnecessary elements from work
- how brand elements turn into waste
- eco-friendly materials
- money spent on ineffective design

Design for Minimalists

Speakers:

Tim Brown- design & innovative thinking, changing the role of designer, design

Tim Leberecht- influence brand image, create brand experiences

Barry Schwartz- psychology of choice

Topics:

Eliminating ineffective design

Utilizing design thinking

How branding is changing

Ineffective design waste

Eco-friendly design choice

Lectures:

how implementing minimalism will benefit financially and environmentally, create better design, help simplify design process

Checkpoint 1: Who are you?

Design as a Minimalist was a revolutionary lecture series that informed thousands of designers about the ineffectiveness of current design practices and how minimalism could be implemented into

the design workplace to cut back on waste and make more creative and useful design decisions. Throughout the last 5 years, Design as a Minimalist held lectures across the United States at design schools and design firms.

Checkpoint 2: What do you do?

Utilizing minimalism in the design workplace to minimize waste.

Use minimalism, minimize waste.

Checkpoint 3: What's your vision?

To inform all designers about design waste, inform them of ineffective design and to spread minimalist thinking in design creation.

Checkpoint 4: What wave are you riding?

Simplicity, sustainability, green living, longevity, environmental responsibility, design, interactive entertainment

Checkpoint 5: Who shares the brandscape?

Design Lecture Series, anyone else?

Checkpoint 6: What makes you the "only"?

Design as a Minimalist is the only design lecture

series that visits designers to inform them about waste and ineffectiveness in current common design practices.

Checkpoint 7: What should you add or subtract?
Assumptions: Lectures can't be interactive, lectures have to be on a stage in front, lectures have to be in an auditorium

Checkpoint 8: Who loves you?
Designers who want to improve their craft and simplify their lives

Checkpoint 9: Who's the enemy?
Every design firm that wastes resources and creates inefficient designs

Checkpoint 10: What do they call you?
Minimalist: Design Lecture, Minimal: Design Lecture, MinDesign, BeMinimal: Design Lecture

Touchpoints:
Projection instillation for school with logo, date and place
Website- resources and articles, lectures or videos
App- submit suggestions on how to improve

school and workplace, how can they incorporate minimalism

PowerPoint Template- for talks

Idea is to utilize the principle of minimalism and design thinking to make more efficient designs that minimize waste. Inform what ineffective designs are and what happens to the things we design after they are used.

D E S I G N a s a M I N I M A L I S T

Adobe Garamond Pro

D E S I G N a s a M I N I M A L I S T

Gill Sans

D E S I G N a s a M I N I M A L I S T

Courier

D E S I G N A S A M I N I M A L I S T

Century Gothic

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DESIGN LECTURE

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M I N I M A L

D E S I G N L E C T U R E S

A B O U T

B MINIMAL is a design lecture series that visits design schools and firms to inform designers about the principles of minimalism and how they can be incorporated into design practices and thinking.

GOALS

To utilize the principle of minimalism and design thinking to make more efficient designs that minimize waste. To inform what ineffective designs are and to teach others to become more aware of what happens to what we design after it's used.

PRIMARY TYPE LOCK-UP

B MINIMAL

DESIGN LECTURES

SECONDARY TYPE LOCK-UP

B M I N I
DESIGN LECTURES

TYPEFACES

“USE MINIMALISM, MINIMIZE WASTE.”

— B MINIMAL

COLOR PALETTE

B

PANTONE PROCESS BLACK C

CMYK: 0 0 0 100

RGB: 39 37 31

HEX: #231F20

B

B MINIMAL

DESIGN LECTURES

LECTURES

PRINCIPLES OF MINIMALISM

DESIGN THINKING

INEFFECTIVE DESIGNS

MINIMIZING WASTE

WHERE DESIGNS GO

ABOUT

ARTICLES

LECTURES

CONTACT

RESOURCES

B MINIMAL

DESIGN LECTURES

USE MINIMALISM, MINIMIZE WASTE.

[ABOUT](#)

[ARTICLES](#)

[LECTURES](#)

[CONTACT](#)

[RESOURCES](#)

B MINIMAL

DESIGN LECTURES

LECTURES

PRINCIPLES OF MINIMALISM

DESIGN THINKING

INEFFECTIVE DESIGNS

MINIMIZING WASTE

WHERE DESIGNS GO

ABOUT

ARTICLES

LECTURES

CONTACT

RESOURCES

B MINIMAL

DESIGN LECTURES

LECTURES

PRINCIPLES OF MINIMALISM ←

DESIGN THINKING

INEFFECTIVE DESIGNS

MINIMIZING WASTE

WHERE DESIGNS GO

ABOUT

ARTICLES

LECTURES

CONTACT

RESOURCES

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DESIGN LECTURES

CODE



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DESIGN LECTURES

SUGGESTION



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DESIGN LECTURES

SUBMIT ANOTHER SUGGESTION?

OR

VIEW OTHER SUGGESTIONS?

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DESIGN LECTURES

OTHER SUGGESTIONS

We could have a better recycling system set up. Right now it can be hard to find one close enough to be useful.

Putting projects on posterboards for the final in order to view them is a waste of money, time and materials. The spray adhesive is also toxic.

A color printer that the students can use would be useful and save us a lot of money and time since there are not many good printers within this area.

Designs should be viewed more on their functionality, ability to work and how effective they are when grading.