

Name _____

Date _____

Intro to Design

DDC Video Questions:



Step 2: While we watch video 1, answer the following interview questions:

- a. How would Aaron Draplin describe his work and what he does?
- b. According to Aaron, how does he think his work has evolved through the years?
- c. What is his take on current design trends?
- d. What inspires him and keeps him going?
- e. How important is collaboration in his work process?
- f. According to Aaron, what would be his best advice to upcoming designers?

Step 3: While we watch video 2, think about, take notes, and answer the questions below:

- a. What is the name of the company he is creating the Logo for?
- b. Where is the company from? What state?
- c. What industry is the company in?
- d. What does he mean by “show context”?
- e. What does he mean by “a dark value”?
- f. What year did he become a freelance designer?
- g. According to Aaron Draplin, what are the benefits and downfalls of being a freelance designer?
- h. Lastly, what are your overall thoughts about Aaron Draplin? Are you now, or do you think you will ever be as passionate about design as he is? Explain.