

PART 2: PRACTICE DESIGN LIKE AN ARTIST

# **PRACTICE BY MIMICKING PROS**

## The Mimic Method

The beginning steps of learning any craft is mimicking the experts. Want to learn how to cook? You gotta grab Gordon Ramsey's cook book and mimic his recipes. If you're learning how to play a guitar, you don't start by writing new songs. You learn the cover songs.

There are three stages to mimicking:

### STAGE 1: COPYING

It's taking someone else's work and copying it pixel by pixel. Sort of like learning how to play a song on a guitar. Or how to cook Lasagna by following a recipe.

This is done for practice purposes rather than for real projects.

When you're copying someone else's work, you are learning a lot of hidden design decisions that have been made by a pro.





## STAGE 2: REMIXING

You are taking others work but giving it your own twist.

You start tweaking things. You adjust fonts a little or use different fonts, use your own colors, tweak the shapes a little.

In this stage you can already start designing real projects.

## STAGE 3: CREATING

In the final stage you draw inspiration from several other designs. You are giving things your own perspective and touch.

Your work isn't a derivative of other designs, but only influenced by them. Influence sometimes is evident, but sometimes subtle and hard to notice.

# Inspiration

When **Pablo Picasso** was looking for an inspiration for his next work, he got fascinated by African art. He used Dogon Tribe masks as his inspiration and launched himself into the Cubist style that he is most celebrated for.

Good inspiration can be equally transformational for your work.

## WHERE TO FIND INSPIRATION

**Dribbble.com** is one of the best place to find great design examples. The work there is fresh, modern and up to date.

**Lapa.ninja** and **Land-Book.com** curate live websites and landing pages. These sites are great because they are really well curated, the screenshots are well displayed and you are able to see the live website and check it out in more detail.

**Pinterest** is another great place. They have an amazing search algorithm which can find similar designs with amazing accuracy. This is a very handy feature when you know the style you're looking for but need a bit more examples to understand better.



Picasso's Painting



Dogon Tribe Masks





Never look for inspiration randomly on Google. Because Google isn't a design platform the curates good design work. Google searches for websites that are reliable, that have been there for ages, and that a lot of people have been visiting. And that's exact opposite of what you want in design inspiration.

## Mood Board

When designers or artists gather different work for their inspiration, they arrange what's called a Mood Board.

It's just putting together any sort of inspiration you think will be useful for your project.

A mood board full of different design examples will help you when designing a website.

For different sections and page elements you can draw inspiration from different examples.

