



SEASON 2 / EPISODE 04

DESIGN AT ITS CORE

In this episode of the Wanda Creative Podcast, the team explores the world of design in digital marketing and its importance. They are joined by Abbey, the internal graphic designer at Wander Creative, and Dan, the director of digital marketing, and Matt, the CEO of Wander Creative. They discuss various elements of design, from the role of shapes in logo design to the balance between the client's vision and the designer's expertise. The episode also touches on finding inspiration, the subjective nature of design, and the evolving role of AI in the creative process.

In the rapidly evolving landscape of digital design, the integration of AI has certainly brought about transformative possibilities. AI-powered tools are becoming invaluable assets for designers, streamlining repetitive tasks and providing creative suggestions. Yet, as our discussion highlighted, design is a blend of science and art, with the human touch remaining irreplaceable. While AI can assist in generating designs and aiding efficiency, the essence of design – the storytelling, emotional connection, and unique perspectives – will forever be a testament to human creativity. So, as we embrace the technological advancements, it's safe to say that design will continue to flourish with the enduring synergy of human ingenuity and AI innovation.

TAKEAWAYS

- 01** Design is a form of visual communication that can either enhance or hinder a brand's message.
- 02** Shapes in logo design play a crucial role in conveying a brand's identity and message.
- 03** When starting a design project, gather inspiration from sources like Pinterest and consider keywords and objects that represent your brand.
- 04** Design is both an art and a science, with elements like typography having scientific principles while allowing room for creativity.
- 05** The creative process is subjective, and there are many different styles and approaches to design.
- 06** AI is becoming more prevalent in design but still has room for improvement, and the human element of creativity will always be essential.