

Reaction Paper Essay 1: Design

Paper Due: Wednesday, September 20 at the beginning of class. Papers should be submitted electronically via email.

Andy Rutledge is a principal at Unit Interactive in Plano, Texas. He has strong ideas about the use of creativity in design. Based on the Article, "On Creativity" by Andy Rutledge (taken from [alistapart.com](http://www.alistapart.com)) please write a three to five-page paper addressing the four questions below.

<http://www.alistapart.com/articles/oncreativity/>

1. Please discuss in your own words why the author of *On Creativity* thinks being creative is not the same as being expressive. How do you link this to Mario Griego's presentation about designing for a client?
2. Why does the author believe that being merely creatively gifted is not a qualification for design expertise?
3. Why are constraints a good thing for a designer?

Formatting + Stipulations

1. Papers need to be 3-5 pages in length, double-spaced, using Times New Roman or Helvetica, 12 pt font.
2. Absolutely, positively use spell check and grammar check! There is NO reason that there should be spelling mistakes in your paper.
3. Paper must include a works cited page (use MLA style), citing Rutledge's article and any other articles or references you use.
4. Read the paper aloud (to yourself or friends). Is it easy to follow? Can your listener summarize your main parts? If not, you need to re-write sections to clarify your intentions.
5. Take your paper to the writing center to get advice from a writing specialist.
6. Email a rough draft to me one week prior to the due date so you have time to make corrections and revisions as necessary.
7. Papers must be turned in on time. For each hour your paper is late, you lose 5 points.

*NOTE: It is expected that your paper will have gone through spell check and grammar check. If this is not the case you will earn no higher than a C, no matter how good the quality of your paper.
