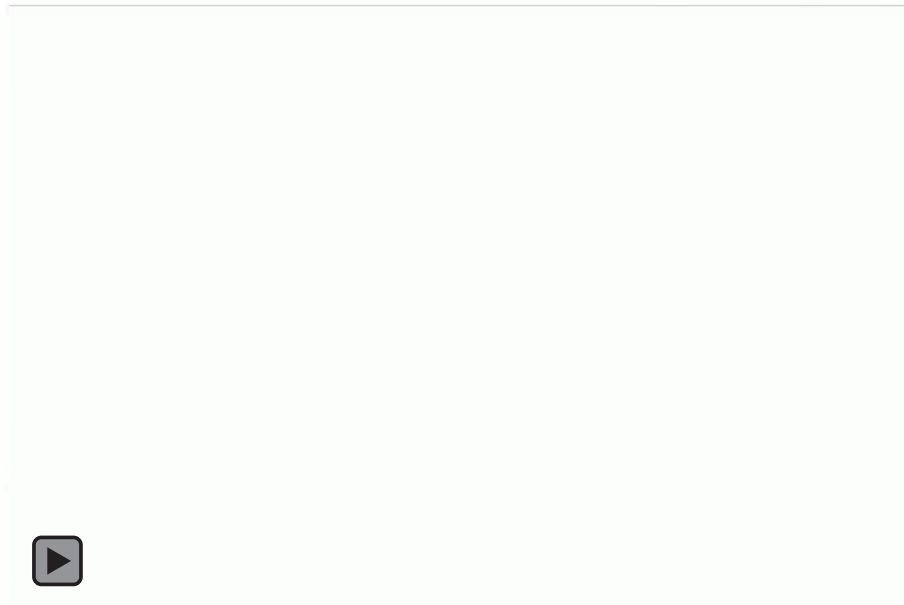


“O Tejo é mais belo que o rio que corre pela minha aldeia,  
Mas o Tejo não é mais belo que o rio que corre pela minha aldeia  
Porque o Tejo não é o rio que corre pela minha aldeia”

- Fernando Pessoa



This is the synthesis of my activities in Generative Design course at Politecnico di Milano:

From this subject I could extract some very interesting tools that surely helped me to know better and also develop my design process. Among them I could point out, the constant activity of questioning why and how we do each step on a project, that leads us to knowledge about our way of designing. Also I should point out the generative process brought me a creative method I can use in any kind of project. As I could learn and interpret it, this is a helpfull method that can draw up a path for having solid results in a variety of projects. Having a method has it's importance since it helps you sustaining the quality through your projects, it gives you a straight and yet flexible line that you can follow up and hopefully almost never stumble with an impassable challenge or the common "lack of ideas/creativity".

In the video you will be able to see the two main projects I developed in this discipline, being the 1st one a typography development with the generative aproach, and the 2nd one a children's book cover in which I performed the same method. I hope it is clear, and would also like to state that this was my interpretation on this method and I don't think it is the only or the "right" way of designing. The best method/tools you can use, are the ones you know and the ones you create for yourself.

Daniel Ito.