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# Generative Design Teaching

## Posters of Generative Design class

***Topic: Generative Design Teaching***

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***Main References:***

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One of the most difficult aspects in teaching Generative Design has always been to bring the student from a creative analytical approach based on static forms, and on the copy of them, to the ability to define the structure of their design processes with their own Interpretative Logics. These are rules with which to turn into dynamic progression the generative project, creating a bridge among the past, their references and the future.
This is difficult even more today, when technological culture brings us to consider the technology as carrying of our creativeness instead to consider that as fundamental tool to be used for building our design vision.
Moving from an analytical and deductive logic to the Logical Interpretation of own references implies the students to identify their own vision, their own design objective. And this is not a simple thing in a global world where different identities cannot easy survive crossing through homologation.

Our students of Generative Design Class in the Master School of Design of Politecnico di Milano has begun their didactic experience in October 2014, less than two months ago and the materials that we introduce are their first effort to acquire a generative approach to Design.
They originate from studies in various sectors, from the Product Design to Architecture, from Graphics to Fashion.
These drawings in progress show how to reread, in dynamic way, their own reference imaginary, putting aside from an analysis of the forms but activating interpretative logical paths that have as finality the possibility to create generative algorithms, to create own design tools able to manage the progression of their own project.
A suggestion for setting up their posters was Matisse cut down.
These logical processes are also able to fit our main didactic aim: to help each student to create, in progress, his own recognizable style.
Our difficult in performing tools able to build a vision is each year increasing. The reason can be multiple, but the core is clearly connected with the emphasized use of technologies in learning; that starts and ends in processes simplifications. So our effort in teaching is growing but good results with a good will are still gained.

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