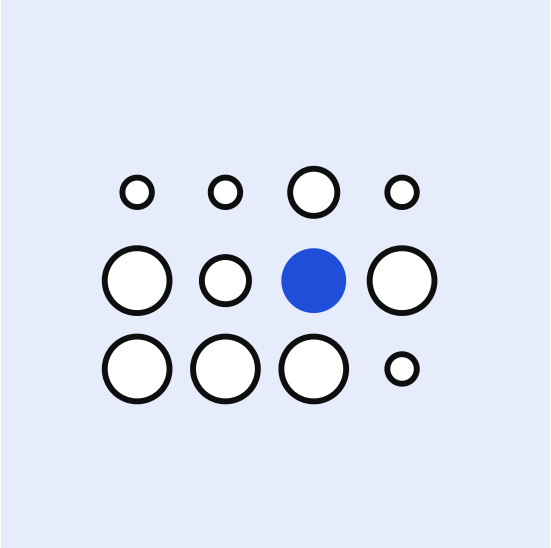
Specialty

Generative design

A way of designing in which you write rules or programs that generate many variants of an image, an object or an identity, to choose among them.



In Spanish

Diseño generativo

Origin

Roots in computer art; reference handbook by Bohnacker, Gross, Laub and Lazzeroni (English ed., 2012)

What problem it addresses

Drawing many pieces by hand that are different yet coherent is slow, and limits options to what one person can imagine.

Principles

Rules

You design the system, not each piece.

Controlled randomness

Variations within limits.

Choose

The designer selects and decides.

Applications in design

✓ Use it like this

First define what can vary and what can't, then generate many options to choose from.

✗ Avoid

Letting the program decide without design judgment.

👁 Don't fall for it

Set what must not vary: it is what keeps the whole recognizable.

Connections

Related to

- Graphic design
- Parametric design
- Brand identity design
- Motion design

Authors and works

2012	**Hartmut Bohnacker, Benedikt Gross, Julia Laub and Claudius Lazzeroni**	Brought together, with code examples, the principles of generative design for visual design.

Sources

Original sources

- Bohnacker, H., Gross, B., Laub, J., & Lazzeroni, C. (2012). Generative design: Visualize, program, and create with Processing. Princeton Architectural Press.

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