



Graven[®]

Graven Design Log

The 10-part web series is available on '[Graven's YouTube](#)' and has been shared through '[Graven's news page](#)'.

Links for more information:

Follow us: @GravenHQ #Graven #GravenDesignLog

Subscribe to Graven's YouTube Channel:

<http://bit.ly/GravenDesignLog-YouTube>

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01 The Meaning of Cheese

'The Meaning of Cheese' is the first in a series of films by design studio Graven, written and presented by Creative Director Janice Kirkpatrick. 'The Meaning of Cheese' features Harry the Turophile Turkey and Tricia Bey's Barwheys dairy. The film explains the valuable role provenance plays in designing and building durable brands that stand the test of time.

<http://bit.ly/GravenDesignLog-01>



02 Sticky Pattern

'Sticky Pattern', featuring Harry the Turkey, Janice Kirkpatrick explains how drawing and digital technology lead to pattern creation and a sustainable source of product development that also helps to build distinctive and unique brands.

<http://bit.ly/GravenDesignLog-02>



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03 The Long Face of Luxury

'The Long Face of Luxury', features Joseph the Clydesdale horse. Graven Creative Director Janice Kirkpatrick recounts the origins of this iconic rare breed and explains how its provenance, characteristics and enduring high value give traction to today's global and luxury brands.

<http://bit.ly/GravenDesignLog-03>



04 Rivers of Type

'Rivers of type' is written and presented by Graven Creative Director Janice Kirkpatrick. She explains how type controls us and influences our communications, often without our knowledge. She also explains how different typefaces change the meaning of what we say.

<http://bit.ly/GravenDesignLog-04>



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05 Logo Voodoo

'Logo voodoo', written and presented by Graven Creative Director Janice Kirkpatrick, she discusses the rise of the brand. Janice reveals how brands are much more than logos and how they have become a dominant form of communication. She also explains how brands can be used strategically to organise and grow businesses.

<http://bit.ly/GravenDesignLog-05>



06 Drawing it Out

'Drawing it out' is written and presented by Graven Creative Director Janice Kirkpatrick. Janice explains how drawing is a language, like writing, that allows us to comprehend the world—and the problems and opportunities within it—in an entirely different way from written and spoken language.

<http://bit.ly/GravenDesignLog-06>



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07 Numbers Don't Add Up

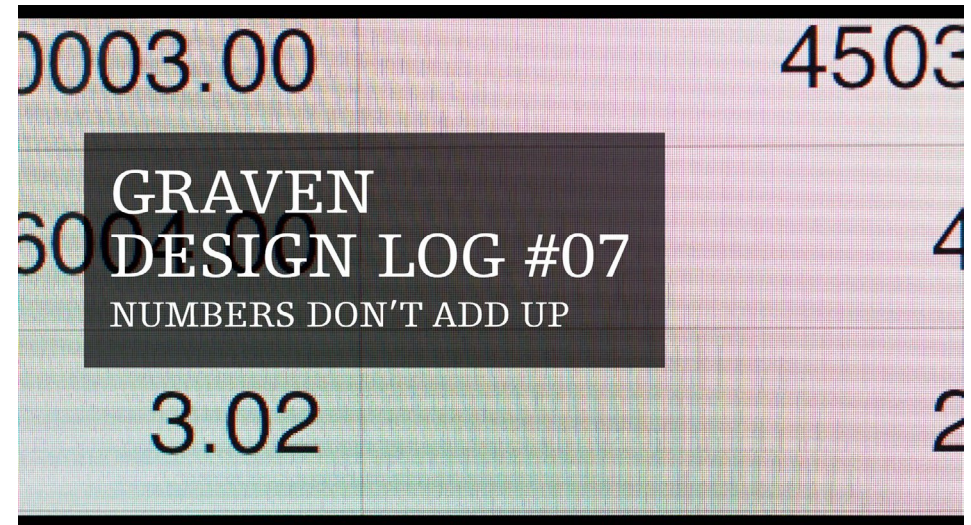
'Numbers don't add up', written and presented by Graven Creative Director Janice Kirkpatrick, examines how most of us feel insecure about judging the value of the things we buy. She explains how we can unpick the motivations behind our desire to purchase and use this tacit knowledge to become more confident consumers, better able to understand the real worth of the things we buy.

<http://bit.ly/GravenDesignLog-07>

08 Drop Dead Designers

'Drop dead designers' written and presented by Graven Creative Director Janice Kirkpatrick reveals how the value chain starts with drawings produced by hidden teams of designers behind big fashion brands. She explains the lucrative nature of these brands and their ability to commodify everything they touch.

<http://bit.ly/GravenDesignLog-08>



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09 My Material World

'My material world' is written and presented by Graven Creative Director Janice Kirkpatrick. Janice reveals that objects have cultural, emotional and physical, dimensions and are more complex than they appear. The more we understand the reasons behind their creation, the more we can enjoy them, and even take comfort in them.

<http://bit.ly/GravenDesignLog-09>



10 Dawn O' Design

'Dawn O' Design' is written and presented by Graven Creative Director Janice Kirkpatrick. Janice talks about the UK's 18th century industrial revolution and the ground-breaking role of the Foulis Brothers and The Glasgow School of Art, revealing Glasgow's hidden history as the place where modern design began.

<http://bit.ly/GravenDesignLog-10>





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