

PINTEREST BOARD/PROCESS BOOK GUIDELINES

Take your design process seriously. Use your process books to help you advance from one idea to another; not only use your notebooks/board to record what you are doing, but to maintain a dialogue with yourself, identify why you are making the design decisions you are making. Keep your process boards/books current as you progress through each project. Students have often mistakenly believed that they could finish their project first, and organize and assemble their process books later. This is a daunting task to do shortly before a deadline. Your work will suffer if you do not follow the design process.

The Design Process:

- **A design brief** is a comprehensive written document for a design project developed by both designer and client. The document is focused on the desired results of design – not aesthetics. The design brief may include all or some of the following: Problem statement, Problem description, Target Audience, Goals, Constraints, Budget, Deliverables, and Deadlines)
- **A project final report** (only Project 1): summarizing the design concept, the process, and giving a critique of your final design.
- **Research and discovery** (Research is crucial in understanding the problem at hand. Explore the history, uses, and former design solutions. What gives your product or service an edge? Also complete a Competitive analysis. This is also where you put samples of design solutions where you liked the color selection, the layout, or the entire solution. Jot down notes on what you liked about them. These samples can be off of the web.)
- **Visualize and explore** (Word lists, sketching, thumbnails, typography, imagery, color...)
- **Compose, evaluate, refine.** (Rough Layouts)
- **Final solution**

