

FORMATION

Design Process



How to get started

What is the question being asked?

Defining



- What is the purpose?
- Who is the audience?
- What are the possible method of delivery?
- What else is out there?
- What is the timeframe?

Research



- Who is your client?
- What do they do?
- What is their competition doing?
- What may work: poster, direct mail, etc.?
- Existing brand, pieces?
- Client enforced limitations?

Brainstorm



Wear ever your most comfortable

- **Mind dump**
- **Ask a friend (group brainstorming)**
- **Association**
- **Round Robin**
- **Reverse**
- **Starbursting (questioning)**
- **One-by-one**

Sketching



Wear ever your most comfortable

- Review brainstorming and ideas for feasibility and limitations
- Select a few ideas with promise
- Sketch out several directions idea could take
 - gather imagery, fonts, color and put together a sample gallery that could be used

Thumbnails



- Narrow down your sketches even further
- Review with peers or co-workers to determine best direction or adjustments
- Refine sketch and implement any restrictions you have determined (mailing, folding, deadlines, etc.)
- Sometimes clients are brought in at this point to review, dependent on situation

Comps



- Move the best two or three thumbnails to the computer
- Some things that work perfectly on paper may not translate to digital
- Client reviewed for direction and edits

Final piece



- Client acceptance and sign off
- Review for prepress
- Review for limitations and restrictions
- Proofread, proofread again (preferable by another person not working on project)
- Deliver final piece