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Graphic Design Process Book

The process book is an excellent chronicle of your work flow and completed work during the course of the semester. It is a vehicle to gather scraps of notes, ideas, mock-ups, working files and final outcome of assignments and projects. It provides a narrative of the process in which you work — whether you make conscious, deliberate design decisions or more reactive "fooling around" design shifts. Both have value when you arrive at the personal (or client-based) desired results! I believe you will find the "process" of creating the process book worthwhile.

Below you will find guidelines on how to create your process book. Keep in mind it is a reflection of you. The formatting and the design style you create should feel authentic to your design style. However, do keep in mind that the skeleton or template you create for your process book should be relatively simple so the work you showcase on the pages does not compete with the book itself.

How to Create the Process Book

Your process book is both a scrapbook and a journal that details the process by which you developed your designs in this course. Because files are submitted electronically, you will need to digitize (scan) the material done manually.

Since this is an introductory course in the Adobe Creative Suite Software, you will learn the tools to create this process book throughout the semester. I encourage you to begin the process book immediately (in InDesign) with the first project, and submit the process book with each completed assignment. This will assist you with staying current with your process book and keeping all of the elements of each project together. I will gladly give you feedback on your process book as it evolves.

Create this process book in Indesign. You will ultimately create "Master Pages" for your: Cover, Project Introduction Pages, and for your Project Pages. You can add pages as needed. This will ultimately become a multiple page document that will be submit in PDF format ()smallest file size.) Be sure to "package" your work (by project or unit) along the way. Take a look at some process book samples to get an idea of the scope of the project. Make sure you run spell check on the content of your book and that you proofread it.

At the END of the SEMESTER your will also be required to submit one CD with all of your packaged projects, including pdf submissions, as well as the packaged process book and pdf submission.

Your process book should include:

1. Cover Page that includes: your name, class, semester, and professor
2. Table of Contents
3. Project introductory pages
4. Research
5. Brainstorming
6. Thumbnails (pencil/ink)
7. Roughs (pencil/ink or digital)
8. Type Studies (typefaces, column width, point sizes, leading)
9. Comps (pictures of folded paper dummies, or digital comps)
10. Final design

Keep in Mind

- Keep in mind the thought process behind your design is often as significant as the outcome.
- The goals, parameters, and project constraints are important to define at the onset of each project.
- The more your chronicle the more your provide a resource book for your self in the future. You current problems and solutions often act as creative triggers when you are stuck on a different project!

The list below should help you with the process!

Design Purpose

- What is the name of the company, product, or service?
- What type of products or services do they offer?
- What type of design piece (poster, brochure etc) needs to be designed?
- Who is the target audience? (List primary and secondary.)
- Who are the main competitors?
- What are the project objectives?

Design Research

- Document all research sources and materials.
- Are there any special requirements? (List any limitations or requirements specified. For example, UPC code needs to be included.)

Design Goals/Objectives

- What are the goals and objectives of the design?

Design Layout and Development

- Describe the overall layout, and explain why you decided to use it.
- What typeface(s) did you use (show examples that you did and did not choose), and why?
- What color palette did you use, and why? (Include/draw squares of the color samples and Pantone names.)
- What was the source for your imagery? (Ideally, all imagery should be original. If you use stock photography, you should credit the source.)
- Did you do any image manipulation? If so, please explain why.
- Did you need any special software or hardware to produce the piece? If so, please explain why.
- Did you use any special process(es)? If so, please describe each process and why you choose to use it.

Production (for Printed Pieces)

- What type of paper will the piece be printed on (choose a paper company, color, weight)?
- Will the final printed piece be a four-color piece or a spot-color piece?
- How will the final piece be bound?
- Will any special finishes, such as varnish and metallic inks, be used?
- Does the piece have any die-cuts, blind embossing, ink embossing, and/or foil stamping?

Outcome

- Did you achieve the project goals and your design goals?