THE PROCESS

GRAPHIC DESIGN

1. IDENTIFY THE DESIGN CHALLENGE
2. RESEARCH
3. BRAINSTORMING IDEAS
4. PRELIMINARY SKETCHES
5. EXECUTION
6. CHANGES & REVISIONS
7. FINAL DESIGN

THE PROCESS
GRAPHIC DESIGN

1.

IDENTIFY

THE DESIGN CHALLENGE

- Finding out as much information to meet the project needs:
  - Purpose
  - Format
  - Time line
  - What is the look and feel?

- Have a CLEAR UNDERSTANDING about what the design is.
  Ask questions.

THE PROCESS

GRAPHIC DESIGN

2 / 3.

RESEARCH & BRAINSTORM

- Use your online resources to look up similar designs and styles.
  - DO NOT STEAL
  - USE AS STARTING POINTS
- Create a MOOD BOARD.
- Write down thoughts and ideas.

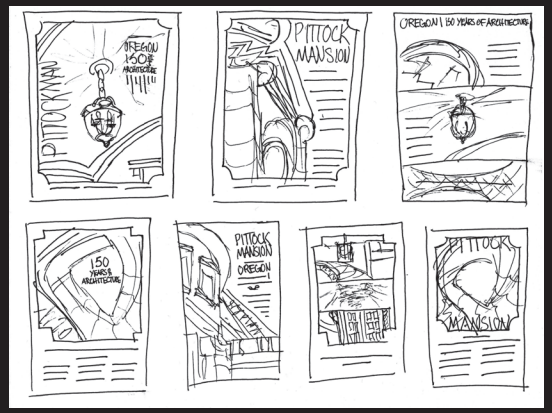
THE PROCESS
GRAPHIC DESIGN

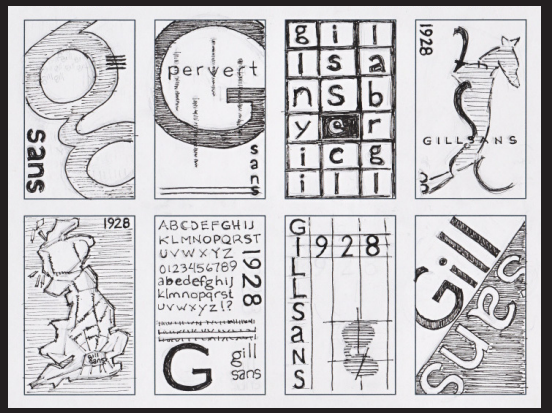
4.

PRELIMINARY SKETCHES

- Other wise known as:
  THUMBNAIL SKETCHES.

- Quick, abbreviated drawings.
  A series of visual ideas for
  different views of that can
  be combined together
  to create the final design.





THE PROCESS
GRAPHIC DESIGN

5.
EXECUTION

- Taking thumbnail sketches and begin creating designs in the specific program and format intended for the design.
- Create graphic imagery and select typefaces appropriately suited for the design.
- Pay attention the principles of design.
- Take your time when designing.

THE PROCESS

GRAPHIC DESIGN

6.

CHANGES & REVISIONS

- Review your completed design (s).
- Use this time to make any revisions.

THE PROCESS

GRAPHIC DESIGN

7.

FINAL DESIGN

- Present your final design.
- COMPLETE