

GRFX-4803 PROJECT

process book

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Only one Process Book is due for GRFX-4803 students; however, it is highly encouraged to do a total of 2 or 3.

The creation of a process book helps a designer better understand and display his/her/ their creative process and ability to solve a problem with awareness of client objectives and budgets. An experienced designer/art director will have work that speaks for itself, so including a process book might seem juvenile; however, a process book will never actually HURT one's chances at landing a job.

A good process book documents the progression of a project from the beginning to end, **clearly showing the design process of the author.** It includes all the stages of the process from client objectives and preliminary research through thumbnails, sketches, wire frames/sitemaps or print layouts, and comps that then conclude with the final designs.

The process book also **explains the process through an incorporated written narrative.** The words and images demonstrate the thinking and development that led to the final answer(s). Your process book should tell a coherent story through descriptions and pictures from beginning research to finished design.

Each process book must be about a piece that has been approved in GRFX-4803 for your portfolio. Also listen in Weekly Assessments if I say to do a process book about a piece.

TIPS

A good process book will have the following qualities:

- **Reading the book tells the complete story of the design process for each project.**
 - The book explains research, decisions and results. Did insights come from research, sketching or critique?
 - The book focuses on the design and your design process. The process book clearly outlines the evolution of your design, from the project start to the final design. You should describe how you moved the design forward, reflecting research, production, and decision making during every step of your process.

- The design of the book itself is as thorough and thoughtful as the projects contained within its pages. It should also (of course) reinforce your visual branding that you are developing in GRFX-4503.
- The care of details and professional craft of any piece that one shows as evidence of their work and its quality is of importance (of course).
 - This is why the process books required must be professionally printed for the class.
 - It is also why **any misspellings or grammatical errors EQUALS an F to average in with your course grade.** *That means that even if you have A work in your portfolio, you might get a C or a D in this capstone Portfolio course because you can't do a spell check.* Use Grammarly, Pro-Writing Aid, or something similar in addition to using A-State's Writing Center. Remember the Writing Center does not proofread work. Their point is to be proactive and help students get better at writing, so speak to them from the start if you are anything less than amazing at writing!!!

If these criteria seem too vague, it is because there are so many ways to achieve the qualities of a compelling documentary process. If you want to ensure you get a good grade on your process book, design your book: sketch it, plan it, get lots of feedback throughout the process – and only then should you make the actual book.

SAMPLES

See the work from students last year at <http://www.brandedshow.com/designers.html>.

If you aren't sure what exactly a traditional design process entails, read here:

<https://www.lifewire.com/the-graphic-design-process-1697522>

Also see these links and search for other process books on places like Behance.

Be aware that some of the following are for art pieces and the creative process shown is different that is required for this class.

- <https://www.behance.net/gallery/16491191/Graphic-Design-Thesis-Process-Book>
- <https://www.behance.net/gallery/58483911/Logo-System-for-ILGA>
- <https://www.behance.net/gallery/60974125/Mobingi-Brand-Identity-Design>
- https://www.behance.net/gallery/129917797/My-Work-Process-Bedtime-Stories-Illustration?tracking_source=search_projects_recommended%7CProcess%20Book

For the **PROCESS BOOK** project, you will be graded on the following:

- Directions were followed accurately with absolutely no errors.
- **Process book is about a portfolio piece that has been approved in GRFX-4803.**
- Ambition - How much did you challenge yourself?
- All deadlines met.
 - Book is at least 80% finished on Friday, March 18th.
 - Book is complete by Friday, April 8th.
- **No misspellings.**
If any found in either progress or final, you will not receive higher than a C on this project.
- **No grammatical errors.**
If any found in either progress or final, you will not receive higher than a C on this project.
- Table of Contents present.
- Organized presentation clearly shows Design Process.
- Verbal Delivery clearly explains Design Process.
- Objective and Research are shown/explained in each book.
- Preliminary Sketches and Ideation are shown/explained in each book.
- Revisions and thought process are shown/explained in each book.
- Final work and any results are shown/explained in each book.
- Conclusion clearly explained verbally in each book (this could be with the final work or on its own after Final Work)
- Book/Spark designs follow your brand's Visual Guidelines.
- *If printed: Packaged files turned in on time as directed.*
- *If printed: Interactive PDFs works correctly.*
- *If printed: Professionally printed and bound book(s) present at final show.*

EXTRA CREDIT: Each additional book is a significant amount of extra credit!

your process

You have a lot of freedom with how these process books will be designed and how each is organized. They should follow your established visual brand guidelines and have the same basic structure so that they belong within a visual system.

Descriptions and explanations tell the story of the artifacts you choose to include (of the approved portfolio work from GRFX-4803). You might describe how a series of sketches moved your design Process Book forward or you might explain how one design idea took you to a dead end. It is intended to be a visual narrative of the process, so TELL A STORY. Some “pieces” will need for you to go back in time and recreate what you know happened and some “pieces” will be fresh from this course!

Do not use any process books completed for other projects. You may use that project and consider the first process book as a sort of first try; however, come to this project with a completely new intention. If you don't understand, ask Prof. Nikki.

REQUIRED STEPS

1. **Cover Page** (follow your Visual Guidelines)
2. **Table of Contents**
3. **Introduction** (Optional) : Explain objectives and introduce the process book.
This can also be contained in the Step 1 research if preferred.
4. **STEP 1** or **RESEARCH** or other word(s) that describe this:
 - **Client objectives** and other information; **Research; Observation; Discovery.**
 - Be sure exhaustive research is displayed and any sources are viable. Include more than just internet searches. Did you do interviews or focus groups? Did you read professional periodicals? Did you take photos?
 - If you include visual inspiration or explanation of a genre, be sure your work doesn't copy it!

5. **STEP 2** or **IDEATION** or *other word(s) that describe this*:
 - **Brainstorming**, Ideation > **visual and verbal**.
 - Be sure any thumbnail sketches are tight enough to actually display your ideas well. This is also a great time to show your drawing skills as you tighten your sketches.
 - It is also the perfect place to show your copywriting skills as you create multiple headlines and taglines.

6. **STEP 3** or **REVISIONS** or *other word(s) that describe this*:
 - Prototyping, Comping, Revisions, Client emails, and **proof of work in process**.
 - If the feedback was in a class, attempt to word this as just reactions from colleagues or results from critique. Avoid “student” and “professor” if you can.
 - Prove that you didn’t just jump on the computer and it was done because we all know that just doesn’t happen. Ever.
 - **THIS CAN/SHOULD LAST FOR MULTIPLE ROUNDS!**
Be clear what is learned from this step and your decisions for improvement/revision.

7. **STEP 4** or **FINAL** or *other word(s) that describe this*:
 - **Implementation** > show it finished.
 - Maybe show finished flat art and then a mock-up in use. Make it real.
 - Include any proof of its success, including client comments or financial reports if possible (THESE MUST BE REAL - don’t fake them). Show that you answered the initial objectives.

8. **Conclusion** (*Optional*) : *End with a few thoughts summarizing how you used your design process to successfully answer the objective(s). This can also be contained in the Step 4 if preferred.*

final work due

Remember that the book is branded. The cover, Table of Contents, etc. all follow your brand.* Then the book tells (and shows!) the story or your process, specifically how it achieved one of your (approved) portfolio pieces. [See samples from last year.](#)

**That might not make the most sense when you first design the book's cover on its own; however, it all works together with your other branded pieces.*

REQUIRED:

1 Multi-Page PDF

- Create the file that would be made into a printed book using InDesign.
- Name your file for this class **YOUR LAST NAME_ProcessBook** (_1, _2, _3 if you do more).
- Your book must have a cover, somehow indicating your full name and what it is.
- Table of Contents is required.
- As for size of pages, **research what the final print size will be** if (when) you have the book professionally printed and bound...even if you end up doing so after this class is over! In other words, don't make extra work for yourself.
- Remember that a Saddle-Stitch or Perfect Bind both require the amount of pages to be **divisible by 4**.I would call that "Page Signature Math".

Digital Design Emphasis Majors only:

- You may choose to create your process book using Adobe Express with hyperlinked Table of Contents. The design of the cover page, Table of Contents, etc. should still speak of your brand. The branded book contains the story.
- Adobe Express is not allowed for any other students.
- Any other platform is also an option if first presented to and approved by Prof. Nikki, but seek this as soon as possible.
- For any extra credit options akin to others' printed book, see Prof. Nikki.

HIGHLY SUGGESTED EXTRA CREDIT

Professionally Printed Book

Print the PDF file you already created!

See size requirements from your printer before you begin to design or you will end up paying a lot of money for extra pages or spending a lot of time redesigning.

- **The book(s) must be professionally printed.**
- This does not mean printing it on a laser printer and saddle stitching it. Use one of the sources below or propose another option to me that resembles or exceeds this quality (“Photobook” is a good search term). Also, remember you must consider **the time and cost to ship work!**
- Soft-Cover is absolutely fine! Hard-Cover is nicer, but sometimes overkill for a process book.
 - **Blurb**
 - **Shutterfly**
 - **Snapfish**
 - **VistaPrint**
 - Artifact Uprising Photo Books
 - Printique Photo Books
 - WalMart Custom Photo Books
 - Google Photo Books
 - Amazon Prints
- *If you do multiple process books for even more extra credit, you may either do separate – but visually related in a series – process books or do one process book that has multiple sections (1 section per project). See Prof. Nikki if you would like this option.*

DUE > WHAT • WHEN • WHERE

Reminder: The Process Book must be about a piece that has been approved for your portfolio.

ALL STUDENTS:

Progress of Process Book **DUE** in post on Slack channel **#4803_process_book** by **11:59pm Friday, March 10**. This should be at least half of the book.

- Name file **YOUR LAST NAME_Process_Book**.INDD and export it as a PDF after double-checking all grammar and spelling.
- Then open it in Acrobat Pro and go File : Reduce File Size. Resave. Upload this PDF to Slack.

ALL STUDENTS:

Final Process Book PDF **DUE** in post on Slack channel **#4803_process_book** by **11:59pm Sunday, April 2nd**.

- **YOUR LAST NAME_Process_Book**.INDD and export it as a PDF after double-checking all grammar and spelling.
- Then open it in Acrobat Pro and go File : Reduce File Size. Resave. Upload this PDF to Slack.

Process Book files should be off to print by Friday, April 7th to not incur a rush charge.

- If your research suggests otherwise, obviously follow that.
- Do not print the reduced file size, but the instead, the final high-rez PDF from InDesign.