

process books

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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. For example, if I have approved a Seamless Pattern or Geometric Portrait, I likely only did so if you also did a process book with it.

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-2020.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://blog.prototypr.io/ui-design-more-than-just-creating-pretty-images-cc1f46a7c81b>

assessment

RUBRIC:

- Directions were followed accurately with absolutely no errors.
- **Each process book is about a portfolio piece that has been approved in GRFX-4803.**
- Ambition - How much did you challenge yourself?
- No misspellings.
- No grammatical errors
- 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 designs follows your brand's Visual Guidelines.
- Packaged files turned in on time as directed.
- Interactive PDFs works correctly.
- Professionally printed and bound book(s) present at final interview.

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!

REQUIRED STEPS

1. **Cover Page** (follow your Visual Branding)
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.

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.*

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.

- Your book must have a cover, somehow indicating your full name and what it is.
- Name your files **YOUR LAST NAME_ProcessBook_1 (or_2)**.
- **The book(s) must be professionally printed**, as explained in the syllabus. Use one of the given sources or propose another option to me that resembles or exceeds this quality. Prices are not required for your GRFX-4503 Budget project, but apply the lessons you learned in that project to how you price out this book. **This includes the time and cost to ship work!**
- You may either do two separate – but visually related in a series – process books or do one process book that has two sections. The example estimates below take into account the former. *Photobook” is a good search term, even though you will have words too and maybe all illustrations with no photos at all.*

Below are samples, but research your own costs! Also research exactly what “standard” vs. “expedited” shipping means and plan accordingly. In other words, to get a cheaper price, you may need to consider turning in work sooner. Talk to Prof. Nikki if this is true for you.

- **Snapfish.com**
 - 8 x 8 inches, Softcover PhotoBook (20 pages included, 1.99 each additional page) =
 - 19.99 each x 2
 - + Shipping for 2 Expedited together > \$5.99 x 2
 - *Estimated cost: **\$46.00** for 2 separate books, 20 pages each, expedited shipping*

see next page

- **Blurb.com**

- Softcover PhotoBook, Classic Paper - 7 x 7 inches, up to 440 pages!? (*seems wrong*)
- 14.99 each x 2
- Shipping for 2 Photobooks to 72401 - (Standard \$14.99, Express \$21.99)
- *Estimated cost: **\$45.00** for 2 separate books, ?? pages each, standard shipping*
*Estimated cost: **\$52.00** for 2 separate books, ?? pages each, expedited shipping*

OR do all in 1 book: Softcover PhotoBook, Classic Paper - 7 x 7 inches, up to 440 pages!?

- 14.99 each
- Shipping for 1 Photobook to 72401 - (Standard \$11.99, Express \$17.99)
- *Estimated cost: **\$27.00** for 1 book, standard shipping*
*Estimated cost: **\$33.00** for 1 book, expedited shipping*

final files

See [SCHEDULE](#) for all due dates.

- **All final material must be built to spec of the printer.** This is why student should research this before beginning to design.
- Work In Progress could be DUE at any time throughout the semester. Student should ask professor if any help is needed, but should do so far in advance of the due date.
- Elements due to turn in for class credit must be PDFs; therefore, use whatever software you have that can create a PDF. **It is highly suggested that InDesign be used.**

WEEK OF FEB 8

- Begin Process Books.

WEEK OF MAR 15

REVISED DEADLINE

WED MAR 17 - Both **GROUP A** and **GROUP B**:

- **YOUR LAST NAME_ProcessBook_1.PDF DUE** by 11:59pm (or 23:59, the last minute of the day)
Check all spelling and links. **This is considered final art**, so do not take it for granted.
- Place PDF in your shared folder *PROCESS BOOKS : *PB1_[noon_date]
- *Professor will grade PDF like assessments, placing a _REPLY PDF in same folder within two weeks. Though there should be nothing to revise, student should make any corrections to attempt to recover their grade by the time it's printed.*

WEEK OF APR 5

REVISED DEADLINE

WED APR 7 - Both **GROUP A** and **GROUP B**:

- **YOUR LAST NAME_ProcessBook_2.PDF DUE** by 11:59pm (or 23:59, the last minute of the day)
Check all spelling and links. **This is considered final art**, so do not take it for granted.
- Place PDF in your shared folder *PROCESS BOOKS : *PB2_[noon_date]
- *Professor will not be able to grade PDF in time for it to be printed, so be ABSOLUTELY SURE there are no mistakes!!!!*

FRI APR 9 - **ALL STUDENTS**:

- Revised final version of **YOUR LAST NAME_ProcessBook_1_FINAL.PDF DUE** by 11:59pm (or 23:59, the last minute of the day). Place PDF in your shared folder *PROCESS BOOKS : *PB1_[noon_date]. This is so I have the final digital version to share on publicity materials!
see next page!

- Final PDF of Process Book 1 Most online places researched for photobooks to be printed *and shipped* within the United States take at least 10-12 days to print and ship without additional charge. Due to postal irregularities in 2021, it is wise to add a bit more time to this just in case. **Therefore, the absolute last day to upload files to a printer online is this day.**

- *FYI: A couple of students in 2019 had books printed for a ridiculously low cost in China. However, the books took 6 weeks to deliver without a huge shipping charge –and this was before 2020’s postal issues. So beware the location of your source!*
- If student is printing a book that they will pick up in person at a professional press, please speak to Prof. Nikki. Extra time will be provided.

WEEK OF MAY 3

- Printed process books required to show in online final interview.