

process books

- objectives** The creation of a process book helps a designer better understand and display his/her 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 and including a process book seems juvenile; however, a process book will never actually HURT one's chances at landing a job. Without the large amount of professional work, it is recommended to include the process book as long as it is produced with just as much attention to design as all other portfolio pieces. It is also *imperative* that the young designer present the book as the most efficient way to explain one's creative process (and not as just another required school project).
- problem** A good process book documents the progression of a project from the beginning to end. It includes all the stages of the process from client objectives and preliminary research through thumbnails, sketches, wire frames, and comps that then conclude with the final designs. The process book also explains the process through an incorporated 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.
- requirements** 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. Follow the multistep structure of the design process, then do it for each of the projects you are explaining. You must do this for **at least 3 of the "pieces" in your portfolio**; therefore, you cannot begin this book until the "piece" is approved by Prof. Nikki. (Remember "Portfolio Math" and a "piece".):
- 1. STEP 1 or RESEARCH or something like 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.
 - 2. STEP 2 or IDEAS or something like 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.
 - 3. STEP 3 or REVISIONS or something like this:** *Prototyping, Comping, Revisions, Client emails, and proof of work in process.* Prove that you didn't just jump on the computer and it was done because we all know that just doesn't happen. Ever.
 - 4. STEP 4 or FINAL or something like 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.

requirements
(cont.)

5. Descriptions and explanations tell the story of the artifacts you choose to include. 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!

Your book must have a cover, somehow indicating your full name and the contents of the book. **The size does not matter.** Have it make sense to be able to print (cost and size) and be online. You may either do three separate, but related, process books or do one process book that has three sections.

evaluation

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 process book clearly outlines the evolution of your design, from the project start to the final design.
- The book focuses on the design and your design process. You should describe how you moved the design forward.
- The book reflects research, production, and decision making during every phase of the design process. It clearly identifies *your* design process
- The design of the book itself is as thorough and thoughtful as the projects contained within its pages.
- 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.
- Of course, all deadlines must be met and good design skills should be shown in order to receive a passing grade for this project. To receive the equivalent of an A, all work should be exceptional.
- **Any misspellings or grammatical errors in any round of work you turn in 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.**

more information

See link to shared folder of past students' Process Books on our FB page or copy this:

https://drive.google.com/drive/folders/0B_Pz7Of1vmuBNG9MVUdVSIzVRE0

Also see these links. Be aware that some of these are for art pieces and the creative process shown is different that is required for this class. Your portfolios are for graphic design and design answers an objective(s).

- <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>

what is due • PDF will be due to Prof. Nikki before final portfolio interview.

- Include these process books in your website in the way that works best for you. You may either have a separate PDF file of a process book, though it should show in some way on the page also. Maybe you can have it in a different section entitled “My Process” or something like that. You may also take apart the process book and show it with the actual pieces it explains.
- Provide a full-color hard copy of this book with your tangible portfolio in your final interview.

schedule **Mon Oct 29th, 10am:** *Preliminary Critique of Portfolios DUE in shared Google Drive's PRELIMINARY folder.* Also DUE at this time and in the shared PRELIMINARY folder include at least 1 (of 3 minimum required) finished design process explained. It should be shown in the style in which you will create your entire process book, which should follow brand visual guidelines already created in ART-4423. If you have adjusted these since Branding class, let me know.

I will comment on these (see previous page) and we will work from there with individual deadlines. If many of you have similar timelines with this project, I may create a class deadline. I do not foresee many challenges with this project, as you have all created some form of a process book in some art class before (even if it wasn't called this).

You may hand in revisions or versions to process books any week an assessment is due. However, please have it in a separate PDF entitled **YOUR LAST NAME_ ProcessBook_(folder date).PDF.**

All work in the process book should be approved by Prof Nikki before it is turned in as final; however, it is not required like your Portfolio Assessments. If student chooses to not have pages approved, he/she runs the risk of receiving a reduced grade.

Mon Dec 3rd, 10am: *FINAL Portfolio Assessments (all approved) DUE in shared Google Drive's folder called FINAL.* Also DUE at this time and in the shared FINAL folder will be a PDF of your final process book. Please remember that a misspelling or major grammatical error means you will receive an F on this major project.