process books

objectives

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. 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 two 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".):

> *steps*

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!

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.

> s p e c s

- **Your book must have a cover**, somehow indicating your full name and the contents of the book.
- ~~The books **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.~~

  ○ ~~2 professionally printed and bound **Process Books**~~
    - ~~*Prestophoto.com* 7 x 9 inch Saddle-Stitch Soft Cover on Silk = 30 pages for $11.99 + 2-week Shipping x 2~~
    - ~~*Blurb.com* 7 x 7 inch Glossy Softcover, Perfect Bind = 40 pages for $18.99 + 2-week Shipping x 2~~
    - ~~^^ *or similar. There are many options, but a cheap laser print is not one. Be aware of shipping at all locations researched, as most will be too expensive on a rush charge of less than 2 weeks. Stay away from international printers because usually 3-4 weeks is necessary for the amount stated as the price. You will not have work ready to print this early.*~~

- You may either do two separate – but visually related in a series – process books or do one process book that has two sections. The above estimates take into account the latter, as it will be cheaper.
- **See size requirements of your printer before you begin to design.**

> s a m p l e s

See link to shared folder of past students' Process Books on our FB page or copy this: https://drive.google.com/drive/folders/193hLTvVfoFozl-gFjA8Zgyfq6qn2FX_B?usp=sharing.

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). *see next page*

- 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

e v a l u a t i o n

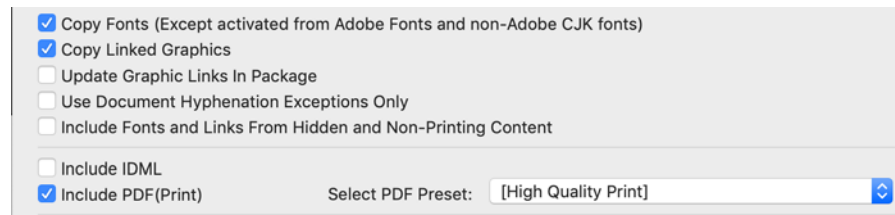A good process book will have the following qualities:

- 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, 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.
- 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. USE PRO-WRITING AID** (the same thing you must use for your cover letter rounds.)

w h a t   i s   d u e   Each time a file is due (**Sun Mar 15** and **Sun Mar 29**), the following is required:
• Packaged InDesign file named **YOUR LAST NAME_ProcessBook_1 (or _2)**.INDD as shown below. *If you have any links (like to an XD file or some source of information), you must create an Interactive PDF and File : Export separately. Then place this Interactive PDF to the packaged folder, overwriting the other Print PDF.)*

• Include these process books **on 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 the process book and show it with the actual piece(s) it explains.
>> Instead of a PDF, you may use Adobe Spark **Page** to create a process book that is displayed via an easy (impressive!) link.
• The two professionally printed process books must be shown with your other tangible pieces in your black box, which will be part of both the Regional Portfolio Review and the Graphic Design Senior Show. See deadlines below.

s c h e d u l e   **Fri Feb 14:** Begin Process Books.

Week of Feb 17: Come to class with a suggestion of which approved (or almost approved) piece should have its process explained first.
This is required, so don't show up without information.

Sun Mar 15:
• **Process Book 1 DUE as explained above.** Check all spelling and links. This is considered final art, so do not take it for granted.
• Place packaged file in your shared folder ***PROCESS BOOKS : *PB1_noon_MAR 15**
• *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.*

s c h e d u l e (c o n t .) ~~Sun Mar 29~~ **Sun Apr 3:**

- **Process Book 2 DUE as explained above.** Check all spelling and links. This is considered final art, so do not take it for granted.
- Place packaged file in your shared folder ***PROCESS BOOKS : *PB2_noon_MAR 29**
- *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.*
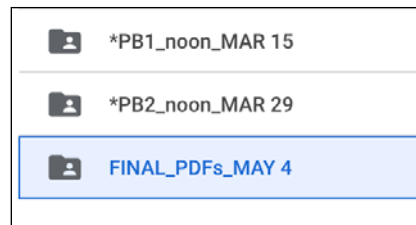
By Fri Apr 10, ~~all files should be sent to print so that books may be received on time with no financial consequences!~~
Therefore, final packaged files are DUE by this time in your shared
*PROCESS BOOKS : PRINT_FINAL_APR 10 or before. << this remains the same

Place all **final files** in the provided **FINAL_PDFs_MAY4** folder in **PROCESS BOOKS** folder. by **11:59pm (23:59) on Monday May 4th**.

- **If you made no changes**, then you can just move your original files (contained in PB1_ noon_MAR 15 or PB2_noon_MAR 29) to this final files folder.
- **If you made changes**, please upload that new file folder instead and let me know in a Slack direct message that you created this new version. *If you do not do this, I will not change the grade because I wouldn't know to re-read the book!*

Though the website's working files are due on March 9th, it is understood that more portfolio work and Process Books will be added before the site is live (technically DUE) by ~~*Wed Apr 29*~~*.* **Mon May 4**

~~**Mon Apr 27:**~~
~~Both professionally printed process books DUE.~~

e x t r a c r e d i t Create a third process book! See professor if this interests you. Desadlines are open as long as there is enough time to check work and be printed on time.