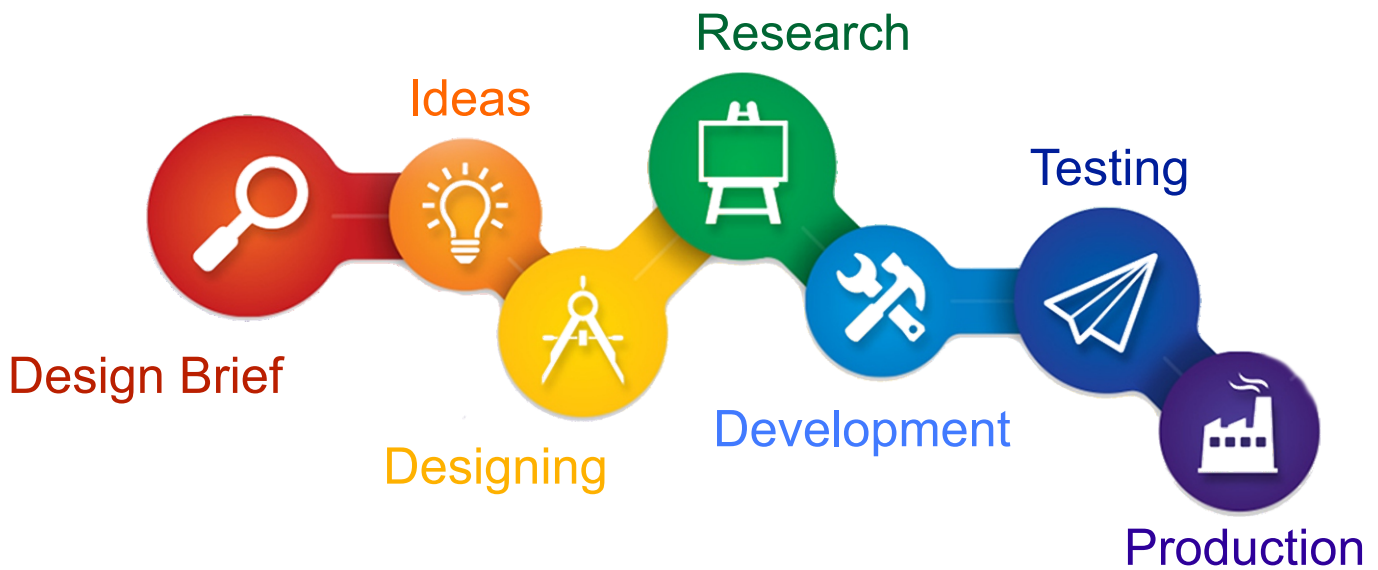


Project Design Process

This is a guideline order in which to do things for each project.
All stages can take place in any order. You may re-visit some stages more than once



Design Brief

Use the design brief writing guide on GOL to outline your intentions.

Guideline quantity/qualities

Approximately 1 x A4 page of writing.

Research

Find artists/designers to inspire you. Produce written analysis.
Explore their style/techniques.

As much as you need to do - interestingly arranged and mounted in your book, or organised as a separate piece of contextual research if you like)

Ideas

Generate ideas (lots!) and record them in interesting ways: drawing, photographs, collage, mixed media, medium explorations, notes, plans, thumbnails...

Exciting visual pages with lots of mixed mediums/techniques and digital exploration. Reflect on the quality/success. Annotate to explain.

Designing

Produce several varied and exciting designs that meet the requirements.

As much as you need to do - Considered layouts showing a variety of design ideas that meet your design brief. Annotate to explain your design decisions and any symbolism/meaning in the work.

Development

Improve your design(s). Add, take away, refine etc.
Keep a visual record of changes and annotate to explain them.
Use print-screen shots to show your working where necessary.

Refine and improve your designs.

Production

Carefully print/make your final outcomes.

Print on the correct paper quality at the correct size. Trim accurately.

Testing

Put your product to the test in its intended environment.
Ask the target market. Can they understand your intended message?

Could be included in Evaluation.

Evaluation

Reflect upon the success of your outcome(s) in relation to the brief.
Be critical and suggest improvements where necessary.

Approximately 1-2 pages. Possibly include photographs.