

PROCESS: START TO FINISH

CLIENT/STORY/FEELING
(identify the need or problem)



How has industry solved the problem?

1. RESEARCH

INDUSTRY EXAMPLES

commarts.com

Communications Arts

aiga.org

American Institute of Graphic Arts

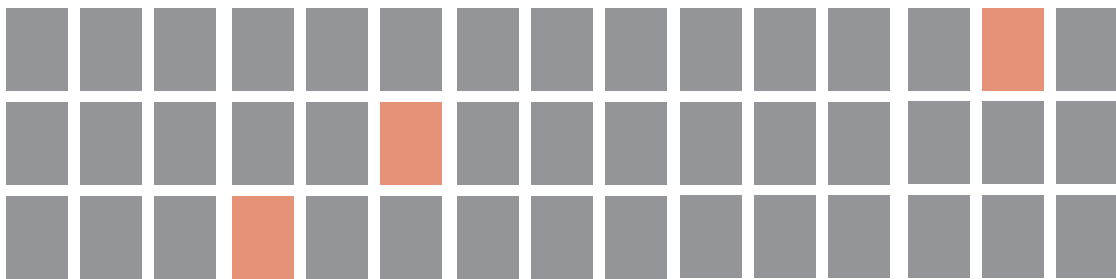
Gather images of styles, colors, typography, visual references for your ideas.



Multiple concepts.

2. DESIGN THUMBNAILS/CONCEPTS

Multiple thumbnail layouts (versions) of each concept.



3. MOODBOARDS (one for each rough)



4. ROUGH (full size)



4. ROUGH (full size)



4. ROUGH (full size)



5. TECHNOLOGY SIGNOFF (Tech Class)



6. FINAL DESIGN



7. FINAL, REVISED



8. FINAL DELIVERABLES (Tech Class)

