PROCESS: START TO FINISH

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

How has industry solved the problem?
Gather images of styles, colors, typography, visual references for your ideas.

INDUSTRY EXAMPLES
commarts.com
Communications Arts
aiga.org
American Institute of Graphic Arts

1. RESEARCH

2. DESIGN THUMBNAILS/CONCEPTS
Multiple concepts.
Multiple thumbnail layouts (versions) of each concept.

3. MOODBOARDS
(one for each rough)

4. ROUGH (full size)

5. TECHNOLOGY SIGNOFF (Tech Class)

6. FINAL DESIGN

7. FINAL, REVISED

8. FINAL DELIVERABLES (Tech Class)