

# The Design Process

## 1 Research

Exploration of the subjects related to the visual challenge / prompt / project

Research can involve many activities, both visual and verbal:

- \*Collecting visual source material and references
- \*Reading about related topics
- \*Making lists and mind maps

Whatever the activities, research serves to develop and better understand a project's context

**Context:** The circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood and assessed

Examples:

[olssonbarbieri.com/himkok](http://olssonbarbieri.com/himkok)

[rkarch.com/work/meinel-optical-sciences-building](http://rkarch.com/work/meinel-optical-sciences-building)

## 2 Ideation

Involves exploring a broad range of visual solutions to a given project

Using analogies, metaphors and similes to develop concepts

**Analogies:** Comparisons between two things, typically for the purpose of explanation or clarification

**Metaphors & Similes:** Figures of speech involving the comparison of one thing with another thing of a different kind, used to make a description more emphatic or vivid

*This is similar to that and that can help an audience better understand this*

Examples:

[anagrama.com/project/theurel-and-thomas](http://anagrama.com/project/theurel-and-thomas)

[foreignpolicy.design/portfolio/space-interiors/the-space-program](http://foreignpolicy.design/portfolio/space-interiors/the-space-program)

## 3 Iteration

Focused exploration of a few, strong ideas generated during Ideation

Exploring more subtle changes to discover what works best

Often involves doing the same thing over and over again with slight variations

Work by Kari Martens



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### 4 Refinement

Choosing a final direction and honing the details

Researching / testing production methods and prepping files for production

### 5 Production

Producing the final product

This stage is often outsourced to a professional printer, web developer, etc.

But you can also employ a DIY mentality: produce it yourself!

Learning basic bookbinding and coding (HTML / CSS) skills can go a long way