

design process check sheet

- define the problem and write the project brief
 - project goals?
 - what is the communication goal?
who, what where and why?
 - are there specifications such as size, format,
time and budget?
- research and discovery
- brainstorm — lists & mindmaps
- moodboards
- sketches to exhaustion
- refine sketches — top 20
- refine sketches — top 5
- refine sketches — final concept
- iterate
- final render
- apply to appropriate medium