

# IDD

## PROCESS BOOK

### Design Studio Process Book

A good process book documents the progression of a project from the beginning to end. It includes all the stages of the process from preliminary research through thumbnails, sketches, wire frames, comps, and final designs.

It also explains the process through an incorporated narrative. The words and images demonstrate the thinking and development that led to your final design. For group projects it should also show your specific contributions to the process. Process books are often used to demonstrate to clients the research and development of a final design, which aids in the understanding of the costs and time investments in the process. Your process books should tell a coherent story through descriptions and pictures from beginning research to finished design. A thoughtful and well-designed process book becomes an important addition to your professional portfolio.

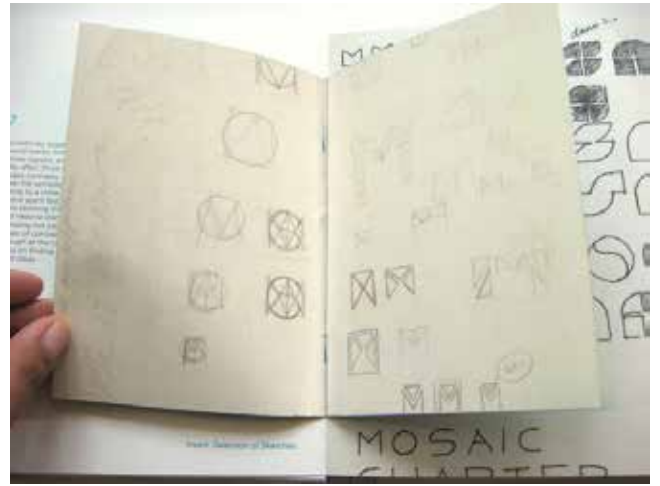
### What is a process book?

A process book documents the research, ideation, development and final product for a design project. In the Process Book Examples folder you will find links to images, web resources and pdf examples of other students' single project process books. You will note that there are all levels of success, detail and design. Unlike the pdf examples in the folder, your book will cover all the projects for the duration of the semester.

### Requirements

Even though some of the projects will be designed as a team, you will produce your own process books as individuals (it's okay to share content from your process, such as sketches or critiques; just make it clear what was your work and what wasn't). Your process book should include: Your research documentation and things you created as part of your process, carefully selected from your work this semester. You should decide how to break down your process for each project. For example, you might decide to follow the multistep structure of the design process: **1. Research, Observation, Discovery; 2. Brainstorming, Ideation; 3. Prototyping, Comping; 4. Implementation.**

Anything you create during the semester might appear in your book - research, notes, sketches, and comps. You can also include things your team created together, but in these cases, you should explain your contributions to the collaborative work. Descriptions and explanations tell the story of the artifacts you choose to include. You might describe how a series of sketches moved your design



forward or you might explain how one design idea took you to a dead end.

Your process book must comply with the following constraints:

- \_ Your book must have a cover, somehow indicating your full name and the contents of the book.
- \_ The cover must say "Design Studio Fall 2013" somewhere
- \_ Every other aspect of the book is up to you. There are no other restrictions on what is inside: you must decide on every aspect of the content, design, presentation and ensure it's in support of the process you are trying to document

### Project Research

Arguably, the most important part of the design process is research. It is critical that you are able to select and organize your research material to create an overview of the project seen from different angles. This is where you use your design skills (typography, grid and lay-out) to create a clear overview.

You begin the entire design process by conducting research in several directions:

**\_content/concept:** gathering as much relevant knowledge as possible on the subject matter

**\_image/visuals:** what does the subject matter look like; how have other 'visual artists' visualized the subject matter; what do you want the subject matter to look like? mood boards, etc. collect images, and use a digital camera to photograph related images.

**Research Sources:**

**\_the internet:** Your results are only as good as your abilities to search

**\_libraries and bookstores:** Books, magazines and articles are still important sources for content and visual research

**\_interviews:** Interviewing "clients," users or experts on subject matter can be a significant contribution to the design process

**\_taking photographs:** Don't just search for images on the web and in books, take your own pictures for every step of the process

Be sure to write about your thoughts during the research process - short descriptions of your findings and conclusions. Remember that you are organizing and documenting the research to get a clear overview for yourself and to display your thinking process for others.

**Project Design**

In addition to your research, of course, you will include your sketches, comps and final designs. You will include illustrations and photographs you have created or modified and explanations of each phase of your process. If the project resulted in a printed piece, try to photograph the actual printed pieces rather than only including screen shots.

**Designing the Process Book**

The process book, like all other projects in this course, is a design problem. So, you should use the design skills you have learned throughout the IDD curriculum to design your book. Think of a vision for how to communicate your process that unifies everything inside of the book. Research, sketch and design it, create a strong grid structure, and plan what will go on each page with a thumbnail storyboard; print and proof the pages before you finalize them. Only after you have a design for your book should you actually create the book. Note: students have a tendency to use large type when it is not necessary or appropriate.

**Grading Criteria**

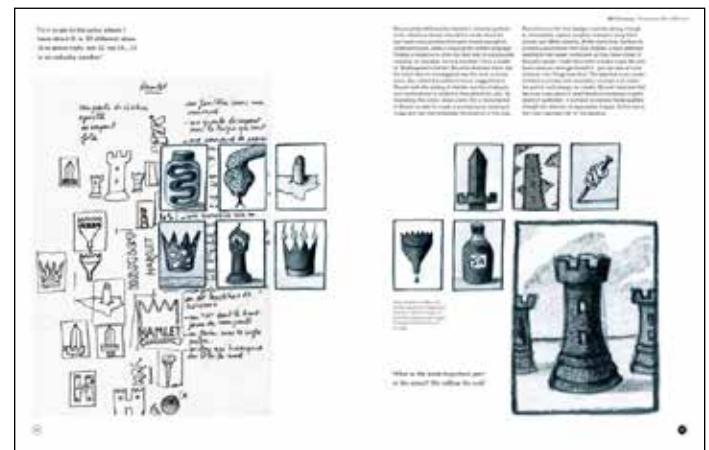
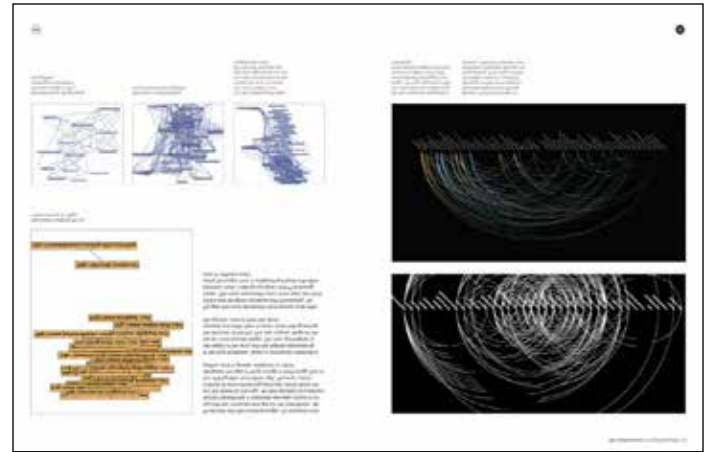
A good process book will have the following qualities:

\_Reading the book tells the complete story of the design process for each project. The book explains research, decisions and results. Did insights come from research, sketching or critique? The process book clearly outlines the evolution of your design, from the initial assignment to the final design.

\_The book focuses on the design and design process. You should describe how you and/or your team moved the design forward.

\_The book reflects research, production and decision making during every phase of the design process.

\_It clearly identifies your own design process and your role in the teamwork (if applicable).



\_The design of the book itself is as thorough and thoughtful as the projects contained within. If these criteria seem to be vague, it is because there are so many ways to achieve the qualities of a compelling documentary process. If you want to ensure you get a good grade on your process book, design your book: sketch it, plan it, get lots of feedback throughout the process, and only then should you make the actual book.

**More Info and Examples:**

<http://design.ecuad.ca/category/process-books>

<http://www.behance.net/gallery/Process-Book-Design/3965195>

<http://issuu.com/amandakeenan/docs/thesisprocessbook?e=1663690/3035799>