



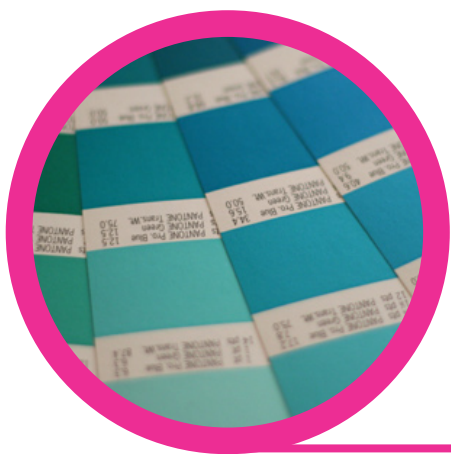
7. Project Completion

- Designer and client have a project debriefing to review project outcome.
- Designer writes up a case study.
- Designer closes invoices project.
- Client pays design closure.



6. Production/Launch

- With an approved design the designer begins implementation of the design across all the required deliverables.
- Finished artwork is produced as required. For print this usually involves the creation of print-ready pdfs and detailed specifications are also created for outside suppliers. For web, this involves all content delivered, finished graphic elements and photos, detailed flowchart.
- Depending on the project and delivery media, the production materials are often handed to a third party which includes:
 - < Pre-press/Printer
 - < Media outlet
 - < Launched on web
- Designer or client will be engaged in the supervision or management of the above suppliers. Quality control is important so always oversee production!



5. Refinement

- Designer details out the products.
- Designer makes prototypes, models, etc. and makes minor modifications where necessary.
- Designer presents the above for discussion and approval.
- This stage can seem a bit random but it really depends on the item being designed.
- A detailed specification of the design for production planning and final costing would also be created at this point.
- Designer initiates preproduction meeting with team members.



4. Exploration/Development

- Based on client's approved strategy, designer develops preliminary design concepts.
- A Designer's methodology of generating concepts usually are:
 - < Mind Mapping
 - < Story Boarding
 - < Free writing
 - < Layout creation
- Client provides insights and initial validation of the concept direction to make sure project stated objectives and goals are being met.
- Typically in the exploration step I develop several alternative concepts that will be narrowed down to a couple ideas for further development.
- Based on the approved concept (within exploration step) designer develops the design concepts.
- Further iterations of the concepts will be provided as tighter representations of the design:
 - < Comprehensive layouts
 - < Page spread



3. Strategy

- Designer analyzes the research and information gathered.
- Designer develops design and functionality criteria (it is important especially at this stage to work with the users to understand the user needs and make the design inclusive, socially sustainable).
- Designer develops a strategy for a design.
- Designer presents all of the above for client input or approval.



2. Orientation Research

- Client provides any relevant background information and materials.
- Designer leads client through creative briefing.
- In case of large design consultancy, the design director prepares a Creative Brief- an internal working document for the use by the design team
- Designer commences research (as needed) regarding:
 - Competitive landscape
 - Market research
 - Design research
- Client confirms the media in which the designer will be producing for (web, print, etc) and confirms any technical parameters (for example website dimensions, color schemes, width and height for print materials)
- Client and designer confirm needs assessment



1. Project Initiation

- Client proposes a design brief
- Designer clarifies needs or goals, aims and objectives of the client
- Client and designer meet for preliminary discussions and portfolio review
- Designer considers, reviews and responds to the client's brief with a design proposal and scope of work.
- Designer-Client signs off the Design Contract!