



Process Book

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GRA 280: Design Thinking for Graphic Designers

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<**Note:** To complete this Process Book, replace the text in angled brackets with your own content. Remove this note and other instructions that appear in angled brackets before you submit your project for grading. Please format accordingly using proper punctuation and paragraph formatting.>



Phase One: Empathize and Ideate

Role of human-centered design

In design, humans always have been and always will be the center of the design industry. This is particularly true whenever designers must do “design thinking”. Without having the human aspect in their designs, designers are not able to properly evaluate their target audience, they are also not able to empathize with the feeling/emotions that need to be instilled into the design, and they are also not able consciously put themselves into the lifestyle or mindset that needs to be drawn in with the design. Without empathy for the target audience, designs would not showcase the same emotions that the audience wants to feel or showcase the same compassion in the designs. A designer must think about the target audience and understand what they want, need, and feel within the designs that they are seeing. Designers must think about why the target audience wants these things and how they play a vital part in representing the product/brand they are showcasing. Understanding the target audience in the design thinking process allows the designer to understand what they need to use in the overall design. This could be colors based on the age or demographic of the audience, what font to use depending on the age group again because of their sight, to even what images to use based on what type of experiences or normal sights they see.

With the restaurant wanting a millennial audience, the designer must understand what attributions the audience want to see in an ad. They must understand the human factor of the ad and where it will typically be seen. In this instance, it will be in a subway station, therefore it must be quick in drawing attention and eye catching with its details, such as key words, color, images, and so on.

Phase One: Empathize and Ideate

Needs and Expectations of Target Audience

The needs of a target audience must be met in order to make a design that will be seen and wanted. This target audience, millennials, are tied into their technological side more than any other generation so far, so they expect something popular on social media and well-known by friends. They also do most purchases online, such as Grub Hub and Door Dash for food and expect restaurants to cater to this need. With this being said, they are one of the largest demographics and tend to have children later on in life, so they are able to still get out and have a fun night on the town. I like to describe this generation as a “flock generation”, as in if one friend or known alliance says to try a product, the others soon follow or “flock” to try it for themselves because of the positive experience. This target audience needs fast, modern, tech-savvy restaurants that tends to their food palette and give a modern, aesthetic feel. They also need approval from friends because they tend to be skeptical to try new things without approval. This approval can also come from the popularity of the product from social media. Millennials also want a new environment, one that tends to be new, memorable, something exoctic, and/or adventuresome. They expect the companies they shop at to have values that line up with their own, so they must openly express it. With more millennials being drawn in and sharing on social media, this will promote the need of validation with the company and help draw in more fellow millenials.

Phase One: Empathize and Ideate

Attributes of Target Audience

This target audience has some positive attributions, but with every positive comes a negative. While they make up the younger adult demographic, they are now and always have been treated special, because they have always been praised with every milestone in their life. This has given them a sense of entitlement due to the positive attributions they have been given, thus leading them to not only want, but need attention even if they claim they are private. The reason why they validate a company's values is because they feel the need to change the world, since the past generations have failed to do so. These millennials tend to lead a very sheltered life that has caused them to need a number of safety features in their everyday lifestyle. Their parents have often resolved all of their problems and never let them out of their sight as children. However, this has led to a sense of confidence in the future and in themselves. They are optimistic, assertive, and believe in their own authority, all while being proud of their parents. A good aspect of these millennials is that they are team-oriented, such as I talked about above. They tend to exclude other generations, yet are willing to make a tight-knit group and not stand out. They often help the community and are willing to learn, but they hate selfishness. This generation is more focused in math and science because they are prone to wanting to achieve a goal, rather than developing themselves as a person. However, these millennials tend to be pressured in high-tense situations and are conventional in their methods of living. They often have a problem with time management because in their adolescent lives, everything was scheduled and nothing was spontaneous. This has caused a problem of multitasking (the increase number of texting while driving) and has given them a sense of lost direction because of the increased number of hours of homework in their adolescent years. This has caused them to want to achieve fast success, but not knowing what to do with their freetime. This pressure has caused them to be conventional, as in, trusting the government will protect them, not knowing what spoon fed music and clothing is, and also believe in their parent's values and social norms more than their own values. This is allowing rules and norms to be invited back into society.

Phase One: Empathize and Ideate

Create a Mood Board to Generate Ideas

Fonts

Lato

Futura

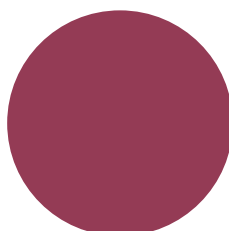
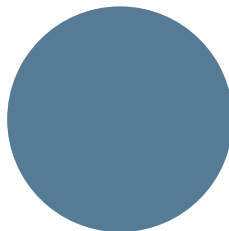
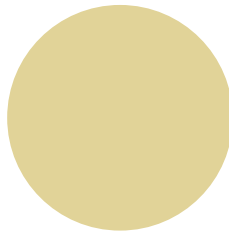
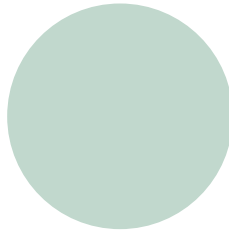
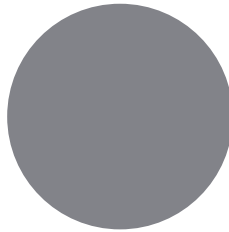
Univers

Microsoft Sans
Serif

BEBES NEUE

Century
Gothic Pro

Colors



Images



References:

Yellow Door. Plets, Thomas. <https://www.pexels.com/photo/yellow-wooden-door-with-gold-lever-8360211/>
Free to use

Man with a Mobile. Thomas, Patrick. <https://unsplash.com/photos/BQXOtp2lKnI>. Unsplash License

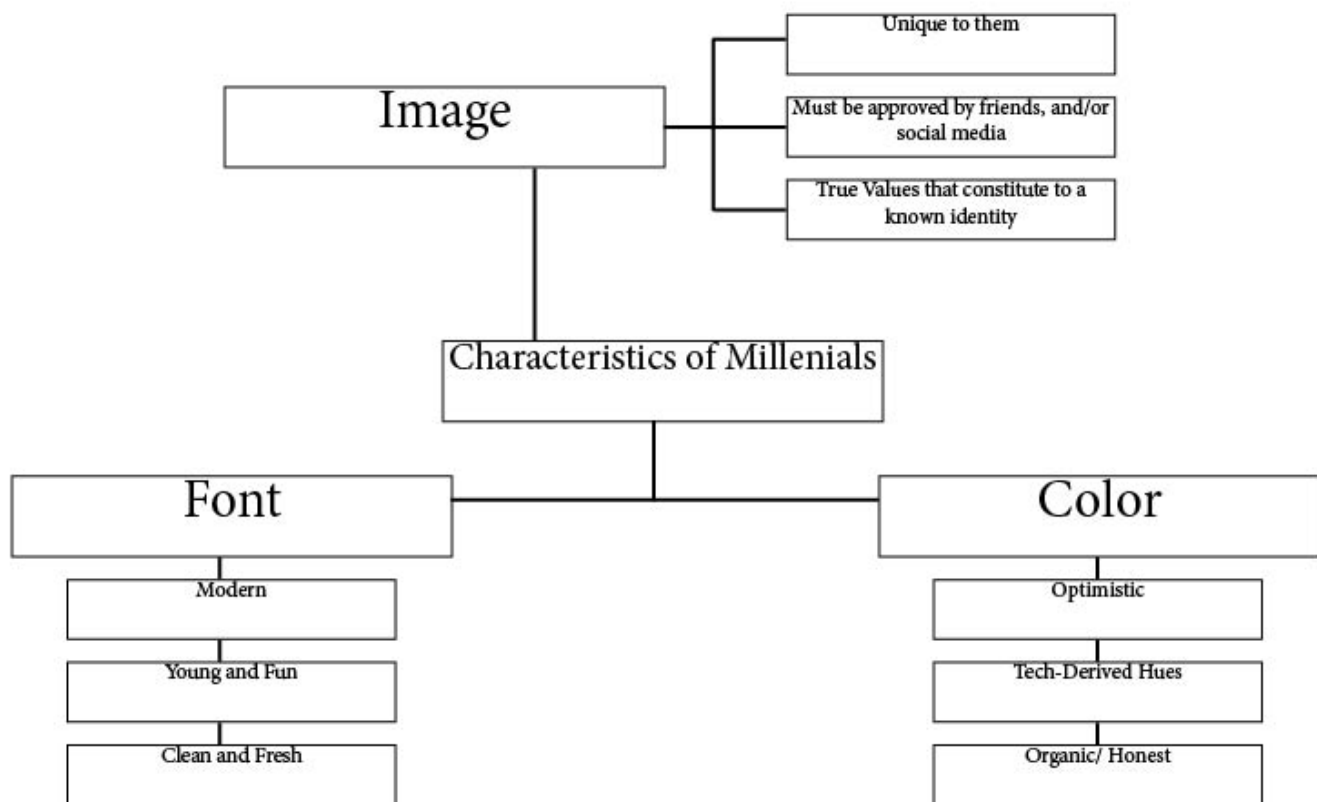
Friends on Vacation. RODNAE Productions. <https://www.pexels.com/photo/group-of-friends-enjoying-vacation-on-beach-12169350/>. Free to use

Three Women. Trevoykellyphotography. <https://pixabay.com/photos/people-three-portrait-black-3104635/>.
Pixabay License

Phase One: Empathize and Ideate

Create a Mind Map to Generate Ideas

Mind Map



<Create a mind map to generate ideas. Explain how the components included in your mind map represent the target audience. Place the mind map in the image box above, scale to fit. Your mind map should include the following: “Characteristics of Millennials” as the Topic. At least (3) keywords or phrases pertaining to images. At least (3) keywords or phrases pertaining to color swatches. At least (3) keywords pertaining to font.>

Phase One: Empathize and Ideate

Explain

Mood Board

The reason why I chose the fonts above was because they represented the younger audience, millennials. I myself am a millennial, so I understand the need for modern, simple looking fonts that can be read while I am busy or on the go. These simple fonts give a clean, organized feel that does not seem old fashioned or over the top with details. The space that they take up is narrow, thus allowing for more of the background to be seen. None of the fonts above have the “hook” on their letters because that appeals more to baby boomers who like traditional style that conforms to their lifestyle.

The colors I chose reflect a positive, outgoing environment, in other words, an environment millennials are exposed to daily. These colors allow for an organic feeling because of the softness of the hues, yet still allows the outside community and environment to be welcomed in. These colors bring a sense of unwinding from a long, adventurous day and allows them to be surrounded by comfort. All of the colors above were tech-driven because of the extensive use of technology by these individuals.

As for the images, I chose these because they contain most of the same colors that I had chosen and also helped represent the fun, energetic environment. I chose to use images with groups of people to show togetherness and connectivity without technology, leading to a fun and inspiring environment. With millennials comes phones, so I also chose to include images of people browsing on their phones, yet still wearing bright clothes and being outdoors. The reason I chose the door as my last image was to invite imagination and curiosity to what's behind the door. I believe it will spark a debate on social media and also in groups of people.

Mind Map

My mind map diagram is just a continuation of my mood board, but just describes in adjectives and adverbs what I would like to incorporate. I chose to describe the images as being unique, approved, and must be truly valued to showcase the mindset of millennials. I believe with these words, I properly captured what this younger generation wanted to see—something that reflects their lifestyle. I also chose to describe the font as one of being modern, young, fun, clean, and fresh because it gives a sense of youthful joy whenever you combine all these together. This audience is deeply connected with social media, so the font must be in line with the latest trends and not be outdated. The color should be one that showcases optimism, is tech-derived, and organic which showcases honesty and straightforwardness. This organic feeling also leads to an outdoorsy environment which can be felt in a great design.



Phase Two: Ideate, Define and Mock-up

Ideate

<Define the problem statement based on your analysis What problem are you trying to solve? Explain.>

Define

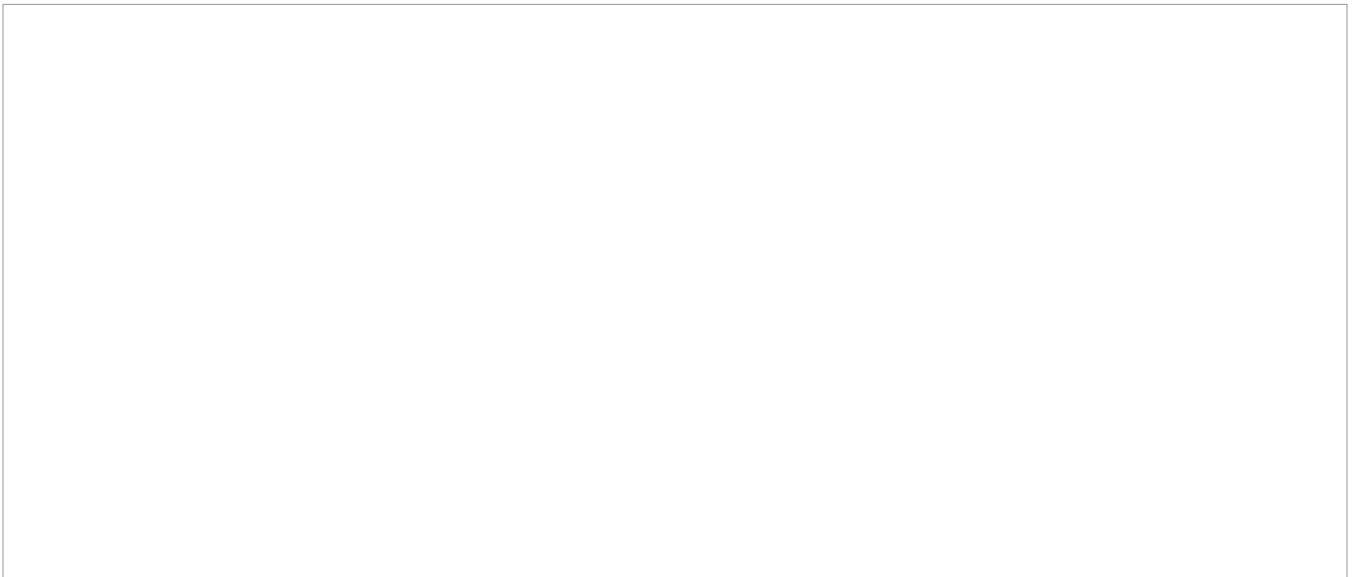
<Explain why the current advertisement does not attract the target audience.>



Phase Two: Ideate, Define and Mock-up

Mock-up 1

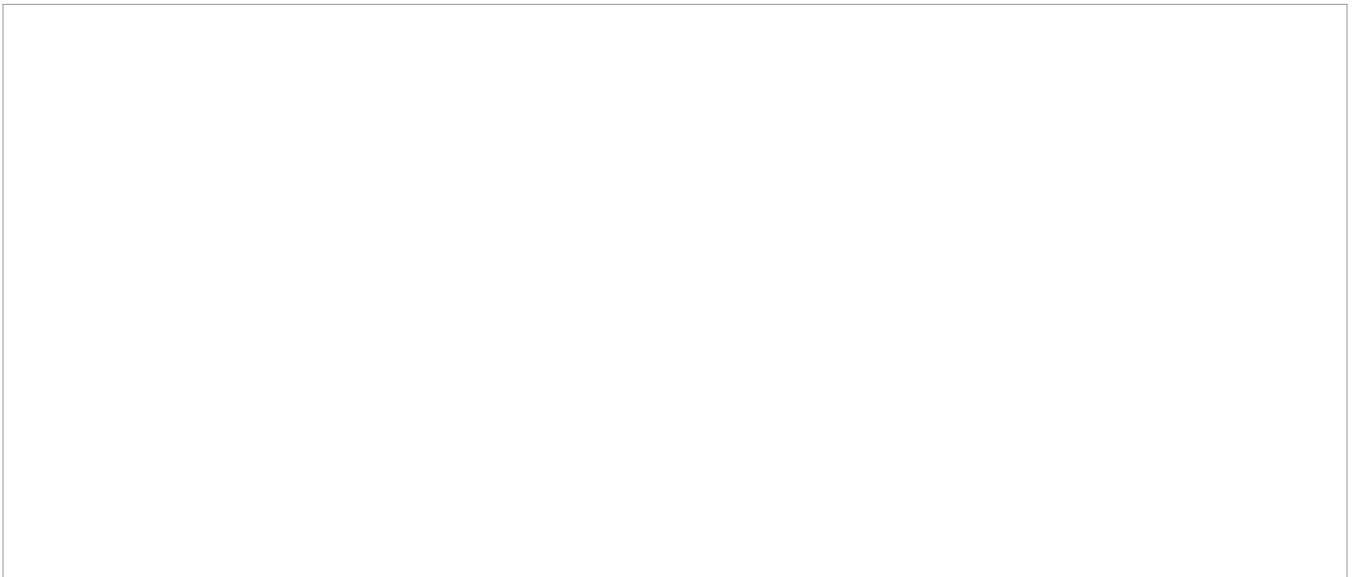
<Using Adobe Illustrator, create at least 3 mock-ups that meet design needs. You must include at least one image or graphic per mock-up from the Image and Graphic Bank. If you'd like to provide more than 3 mock-ups, simply duplicate a blank mock-up page for each and insert it after Mock-up 3. Place the mock-ups (File > Place) in the image box below, scale to fit. Ad size is 28" in width by 12" in height. The image must be placed in the image box below. Select the box and go to Image > Place, then go to Window > Properties, go to Frame Fitting, and select Fit Content Proportionally.>



Phase Two: Ideate, Define and Mock-up

Mock-up 2

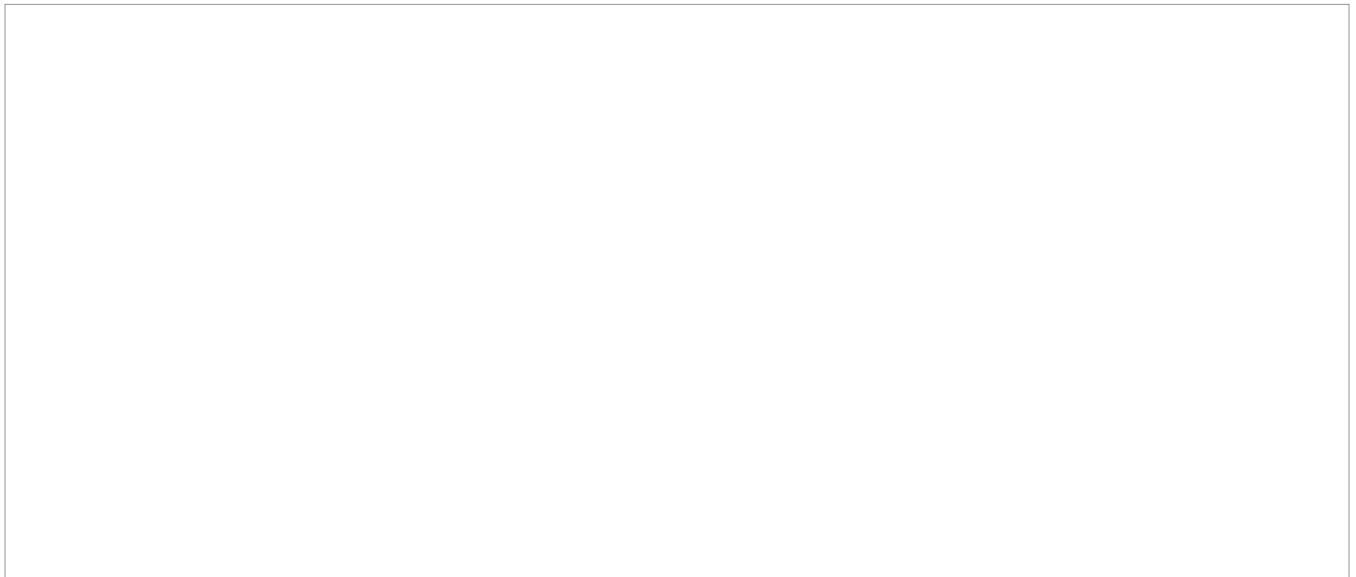
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Phase Two: Ideate, Define and Mock-up

Mockup 3

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Phase Two: Ideate, Define and Mock-up

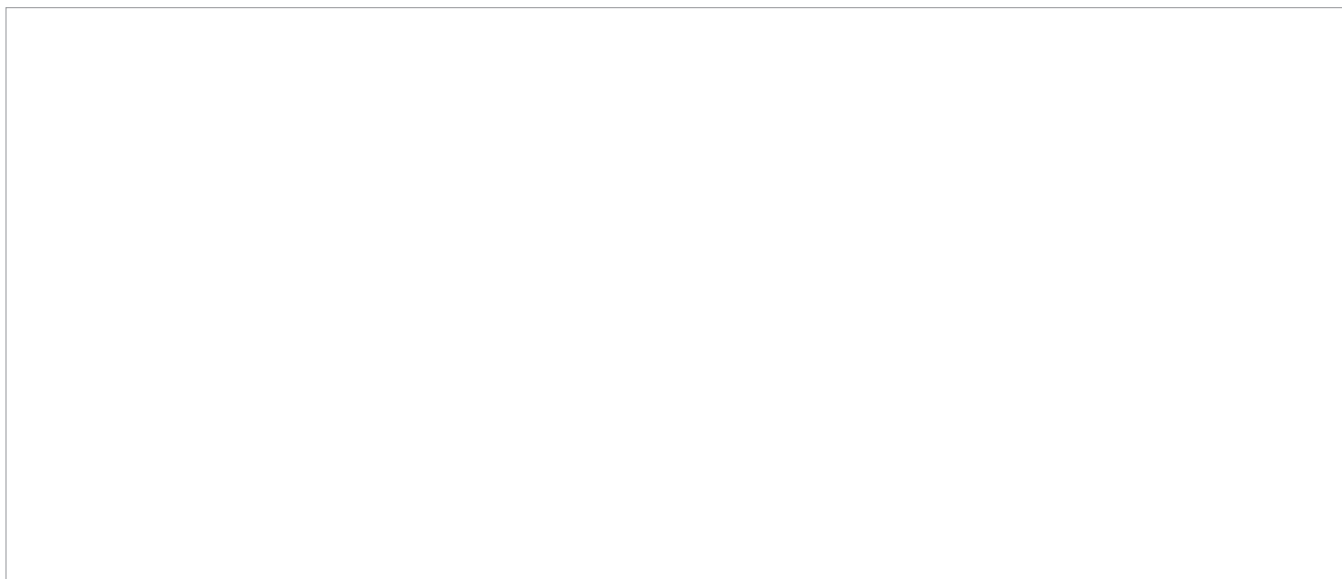
Explain: Mock-ups

<Explain how each mock-up meets design needs. How do your mock-ups solve the problem statement?>

Phase Three: Test and Iterate

Iteration 1

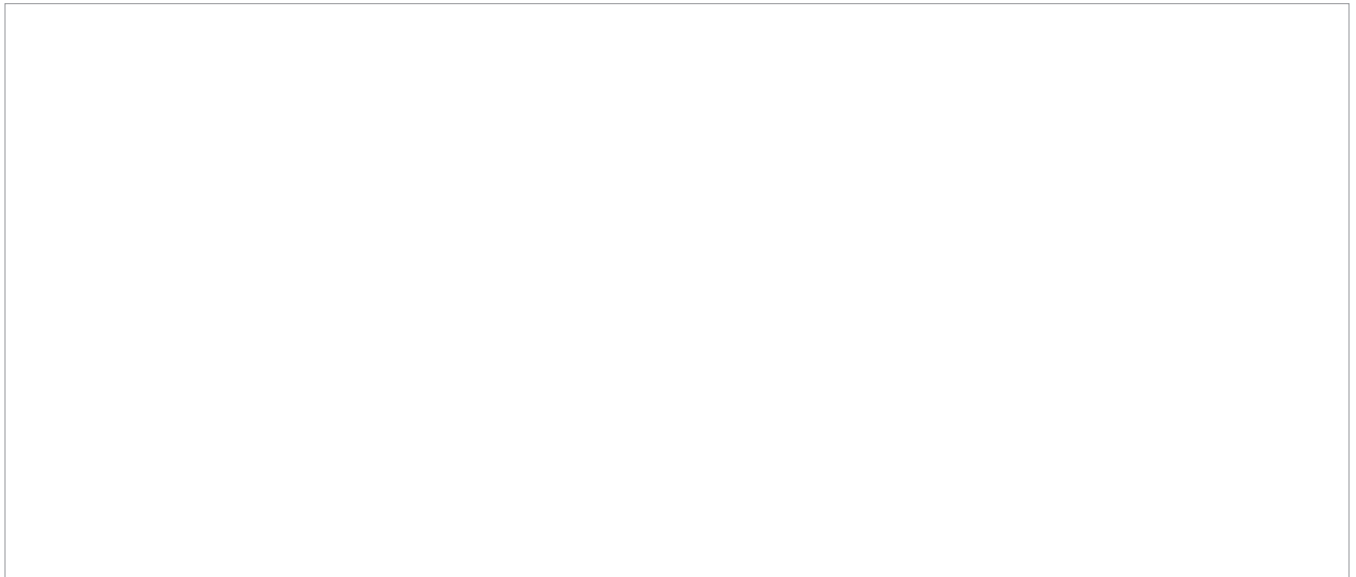
<Using Adobe Illustrator, iterate on at least 3 of your mock-ups to provide a variety of design solutions to the client. You must include at least one image or graphic per design solution from the Image and Graphic Bank. If you'd like to provide more iterations, simply duplicate a blank iteration page for each and insert it after Iteration 3.>



Phase Three: Test and Iterate

Iteration 2

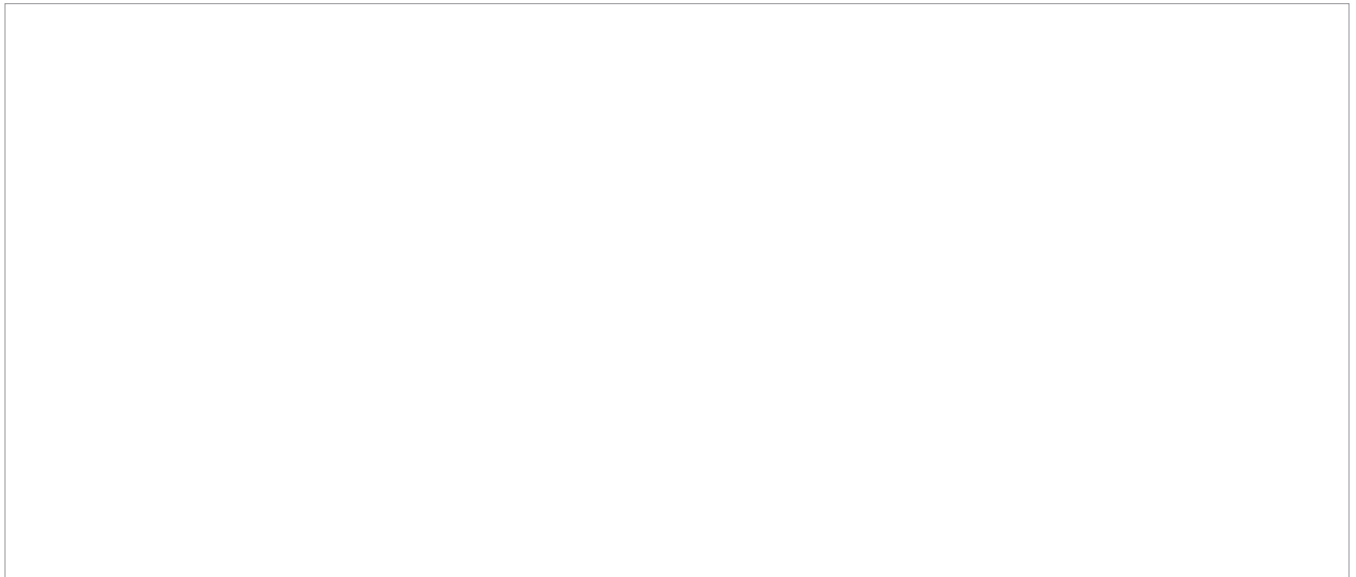
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Phase Three: Test and Iterate

Iterations

<Describe how you implemented feedback from Part Two into your design solution. Explain how the implemented feedback from Part Two enhances your design solutions. Explain how you considered human-centered design throughout your iteration.>



Phase Three: Test and Iterate

Justify Design Decisions

<Using the design brief, justify your design decisions. How do your design solutions meet design needs? Explain. How do your design solutions represent the target audience? Explain. >