

Design Process

BSc in Creative Computing – Year 4
Advanced Graphic Design

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The Design Process in Graphic Design

A good graphic design process is structured to ensure the client gets the highest quality solution and service, appropriate to their business, marketing or communication problem.

Logo Design Process

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<https://ebaqdesign.com/blog/logo-design-process/>

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Briefing

- The initial conversation(s) between the client and the designer. It facilitates getting to know the business.
- These meetings can scope out the following,
 - Project aims and objectives
 - Rebranding or new brand
 - Target audience
 - Tone of voice
 - USP (unique selling point)
 - Decide on deliverables (creative outcome)
 - Budget and delivery schedule

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Research

- Conducting research based on the following,
 - History of the Brand
 - Brand Industry and Competitors
 - Understand the Brand Value and Vision (e.g. Innocent Drinks)
- Carrying out research gives a sense of what environment the brand is going to exist in.
- Designers must also research what is new and current in the context of brand design. See <https://graphicmama.com/blog/logo-design-trends-2019/>

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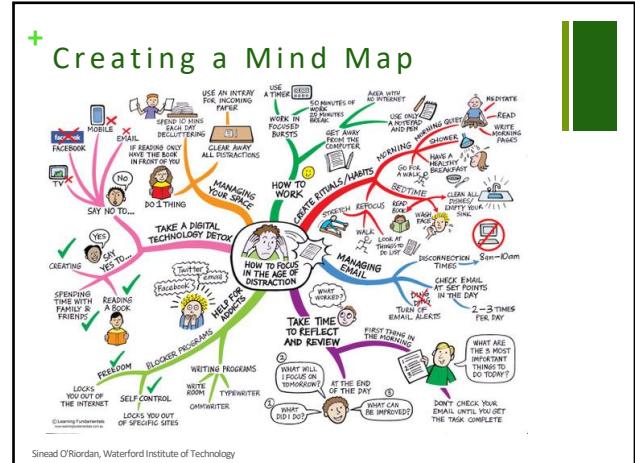
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Brainstorming Thought Showering!

- Equipped with the knowledge from the briefings and research, ideas are generated through brainstorming.
- Create a mind map to organise the information into groups.
- It is important to identify brand vocabulary – words that describe the brand and its personality.
- Identify visual representations of these words to create a mood board.
- Establish a visual matrix.

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Creating a Mind Map

How to Make a Mind Map

- Focus.** Place one element at the center of the page.
- Branch out.** Create a web of associations around the core phrase or image. If you like, use simple pictures as well as words.
- Organize.** The main branches of your map can represent categories such as synonyms, antonyms, homonyms, related compound words, clichés, stock phrases, and so on. Try using a different color for each branch you develop.
- Subdivide.** Each main branch can feed smaller subcategories. Work quickly, using the process to free up your mind. For example, the idea of discovery can take you from the names of inventors and inventions to the physical senses.

HOW TO DEFINE PROBLEMS 23

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Visual Matrix

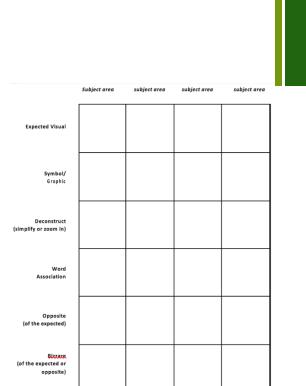
- The Visual Matrix works by exploring your creative thinking and relies on the visualisation of ideas. Using keywords, use the matrix to breakdown information and apply various visual filters to help trigger creative and innovative outcomes and solutions. The matrix can be particularly useful in logo design and advertising ideas.

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+ Visual Matrix

- For any visual matrix the words along the left-hand side remain as they are but the words across the top will change depending on the brand/product logo being designed.



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+ Visual Matrix Example

your matrix	Creative	Handworking	Logical	Theoretical	Deconstructed	Outspoken
Expected visual						
Symbol/Graphic						
Deconstruct (implify or zoom in)						
Word Association						
Opposite (Lazymessyout)						
Bizzare (of the Expected or Opposite)						
Bizzare (of the Expected or Opposite)						

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+ Sketching Initial Concept Development



- Involves the creation of many different ideas, including names, straplines (slogans), brand marks and any other elements demanded by the client.
- Thumbnail sketches – initially - small and quick - using pen and paper. The goal of which is to come up with as many ideas as possible without getting attached to any one in particular.
- All thumbnails are reviewed, those that show potential are explored further with pen and paper or on computer.
- Number of ideas generated depends on time and budget.
- Aaron Draplin – Graphic Designer – see video, <http://www.thelogocreative.co.uk/aaron-draplin-logo-design-the-draplin-way/> (16 mins)

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+ Thumbnail Sketches / Rough Concepts



Artist Note: A note to clarify previous mail concerns as to why I often refer to a basic idea. Starting with an icon symbol of a house, I have tried to think of as many ways to approach as logically, simply, freely and direct. Design Studio McConalogue, Ryan Shultz, Matty Shultz

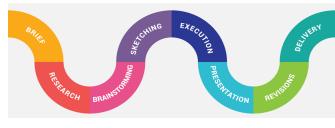
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+ Design Execution

Creative Concepts

- The wide range of initial ideas needs to be reduced down before presentation to the client. Too many ideas will lead to confusion.
- Create digital mockups.
- Knowing what ideas are the strongest can be difficult. They must be decided against the brief and the research. Having a fresh set of eyes, to review the ideas, ensures the most appropriate to the original brief are chosen rather than a personal attachment.



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+ Design Execution

Concept Development

- These key ideas can then be further explored and developed before presentation to the client.
- Refine the final concepts to ensure any areas of weakness are identified.



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+ Presentation

Rules for Presenting to the Client



- Never show a bad idea.
- Rule of three's.
- Present in context of applications relevant to the client.
- Name the design/project.
- Focus on the problem.
- Present in person.



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+ Revisions

- Make changes if necessary. Small tweaks rather than complete designs are normal at this stage.
- Together with the client, arrive on the best solution.



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+ Delivery

Deliver final artwork and identity guidelines.

Artwork presented to the client must convey all the options that the designer has created for the brand, including colour variants, the brand logotype and the brand icon.

Typography – the layout and spacing of letters (leading and kerning and alignment) must be specified. Tests of legibility of brand name in different environments must be evident.

Aer lingus Brand Identity Guideline (old logo) - https://issuu.com/lukaszkulakowski/docs/aerlingus_brand_identity_system_gui/77

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