

DESIGN PROCESS WORKSHEET

The design process is an inquiry-based approach for structuring a design project and determining any challenges that need to be addressed. Feel free to print out and use this worksheet for each assignment in this specialization. It will help you research and brainstorm possible ideas and also help you to archive and document all your ideas.

PROBLEM

- What is the issue that needs to be solved (needs, goals, mission)?

- Who is the design for (users, target audience)?

- What are the logistics (dimensions, pieces needed)?

RESEARCH

- How have other people addressed this design issue?

BRAINSTORM

- Sketch or draw some possible layout options (literally sketch out some ideas on paper before going to your computer!)

INITIAL IDEAS

- What colors might you use?

- What fonts might you use?

EVALUATE

- Does your design solve the original problem?

- Ask yourself: how can I make this better? Have I included everything (who, what, where, when, why, how, etc.)?

- **DESIGN PRINCIPLES:**

Be sure to check through these design principles before submitting your final piece.

balance: This principle pertains to placement, configuration, orientation and association of items on the page.

- *Are the elements arranged so no one section is heavier or draws too much attention than the other?*
- *What kind of balance is used and is it successful?*
- Also recall there are basically three kinds of balances in design: symmetrical, asymmetrical and radial.

alignment: This design principle is concerned with the orientation and placement of text and graphics so they line up on the page.

- *Are the elements in the piece placed so they line up on the page in an organized manner?*
- *Is the design attractive and is the text legible and readable?*
- *You will want to check both your vertical and horizontal alignment.*

repetition & consistency: These principles pertain to repeating elements throughout a design or collateral piece to give a unified look.

- *Are certain elements repeated at consistent intervals or in the same position throughout the project?*
- *Is the piece laid out with a consistent look that readers can expect?*
- *Remember to and use consistent type and graphics styles within to help viewers navigate your designs and layouts.*

contrast & color: This principle occurs when elements are different--the greater the difference, the greater the contrast.

- *How well does the contrast of colors work in the piece?*
- *Does the use of fonts emphasize what is important or direct the reader's eye to what is important?*
- The key to working with contrast is to make sure the differences are obvious.

proximity & space: This principle means that objects near each other are seen as a unit. The related design principle is space, which is the area around of between elements in a design.

- *Are the objects near each other are seen as a unit?*
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- *Also keep in mind the use of space and trying not to cram too much text and graphics onto the page.*
- *Remember white space is your friend and gives you piece breathing room and quiet space for the user to take in all the elements of your piece.*

FINAL DESIGN:

Submit your final piece(s) to the class site.

1. Please use PDF files when possible for ease of downloading. Also try to keep you files under 10 MB for your peers to download.
2. To best mock an actual critiquing session, remember to also upload a file that answers the following questions:
 - What is the issue that needs to be solved (needs, goals, mission)?
 - Who is the design for (users, target audience)?
 - What was your reasoning in the design piece?
 - How and/or where will this piece be used?
 - What other items would you like your peers to know about the piece?