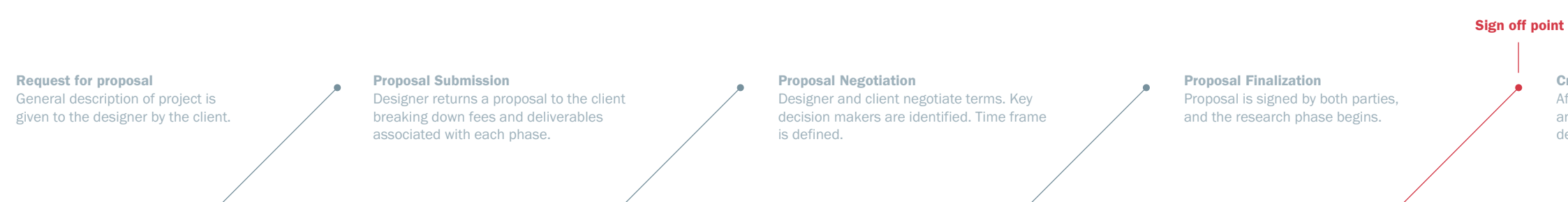


It is important to approach this phase with an open mind. Designers have a tendency to begin designing the moment they hear the basic premise. Sometimes this works, however this can be dangerous. Without research, there is no way of knowing whether our initial understanding of the audience, product, or need are correct. We research to see things as they really are.



This is often the most difficult part of the design process to explain, quantify or analyze. The research phase has provided a clear set of requirements & a thorough understanding of the problem space. Cognitive elements are now combined to create new meaning.

This is the process of giving an idea spatial form. Care is taken to ensure that stylistic decisions are in harmony with core concepts and message. This is the process of eliminating elements that are not essential to the idea. Often designers jump into this phase too early because the results are more tangible. Doing so is less effective because formal decisions that are not based upon an idea are hollow like frosting on styrofoam.



When the design is complete, it is then produced. Care is taken to prepare the designs so the produced artifact will remain true to the design. An awareness of this phase must be maintained throughout all of the phases. Finding balance between technical constraints and innovation is key.