framework = strategic design

methodologies

visual design

service design

print design

policy design

Design Process Tree

The tree diagram above represents my design process. Within this diagram, the "framework" represents the high-level design practice that is applied to the lower-level design practices that are referred to as "methodologies". The beauty of this design process is that it ensures consistency amongst my designs, while being able to adapt to a given project when appropriate.

My Framework

I selected "strategic design" to be my framework because it is a powerful high-level concept. "Strategic design" is a design practice that demands a designer to possess a fundamental understanding of a product, service, or policy before designing it. The fact that the designer knows percisely what value a product, service, or policy provides, means that the designer will accurately reflect this value rather than only designing for aesthetic value.

My Methodologies

1. **Visual Design** - focuses on the appearance of a thing. A visual designer cares about the visual elements such as typography, colour theory, and layout.

2. **Service Design** - focuses on how a given entity organizes its operations. A service designer identifys a problem within an existing service, and design an alternative service with the aim to improving the customer's experience.

3. **Print Design** - focuses on the physical appearance and experience of a product in print form. A print designer cares about pre and post press operations of the product.

4. **Policy Design** - focuses on the study of how existing policies are shaped and identifying

ways for improvement.

Bē **in**