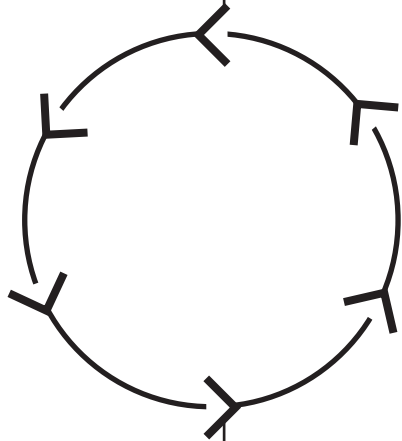



DESIGN PROCESS

INPUT	RESEARCH	THUMBSNAILS SKETCHES	COMPREHENSIVES
<p>Design Brief</p> <ul style="list-style-type: none"> - project description - goals & objectives - market considerations, research, audience - schedule - budget - content <ul style="list-style-type: none"> copy visuals artwork photo 	<ul style="list-style-type: none"> - magazines - books - web - etc. 	<p>idea and concept development</p>	<p>Layout</p> <ul style="list-style-type: none"> - typefaces - color scheme - visuals <ul style="list-style-type: none"> graphic elements illustration graphic img photo create, commission, or stock - description of how and why design fullfills project goals - reveiw <ul style="list-style-type: none"> content + - budget - output & assemble “visual proposal” for client review
<p>Assign Sheet</p>	<p>Your Process</p>	<p>Your Process</p>	<p>Your Laserprint</p>

DESIGN PROCESS

PRESENTATION EVALUATION	REVISION	APPROVAL	
			<p>PRODUCTION</p> <p>PRE-FLIGHT</p> <p>PRE-PRESS</p> <p>PRINT</p> <p>FINISH</p> <p>DISTRIBUTION</p>
Individual Review	Your Process	Group Review Grade Sheet "Client"	