# THE DESIGN PROCESS



Define — Ideate — Design — Test, Evaluate, & Refine — Produce

**What is the Print Media Design Process?**

The print media design process is a series of steps graphic designers follow to develop the best possible solution a given problem within the context of graphic communications. The steps of the print media design process are listed below:

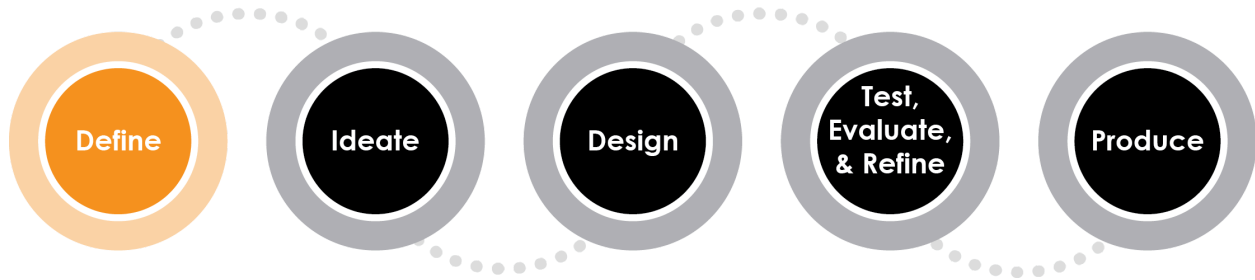Step 1: Define the goals and parameters of the project

Step 2: Brainstorm ideas

Step 3: Design and develop a solution

Step 4: Test, evaluate, and refine the proposed solution

Step 5: Produce and present the final solution

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## STEP 1: DEFINE THE GOALS & CONSTRAINTS OF THE PROJECT

Step one brings clarity and focus to the design problem. It is your responsibility as a graphic designer to clearly define the goals and constraints of the project. This will allow you to determine whether or not the solution you are considering is the right one.

Albert Einstein once said that if he had an hour to save the world, he'd spend 55 minutes defining the problem and 5 minutes solving it.

What is the challenge/problem you are faced with?

*You will be using the Xerox 550 and the Titan 230 Paper cutter to create a deck of cards.*

What are the constraints of this problem/challenge?

1. *You will print on 12" x 18" Heavyweight 4 Tango Coated*
2. *Your cards must adhere to standard playing card sizes.*
3. *The cards will be printed on two sides.*
4. *The cards will not bleed and must have a ⅛" margin.*
5. *The back side of the cards use a tessellated pattern.*
6. *The faces (front side) of the cards must be at least 14 different values unless otherwise approved by your instructor.*
7. *If you are using traditional poker cards, consider unique "suits".*
8. *The cards will be cut to size and the corners will be rounded with a ¼" radius.*

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## STEP 2: BRAINSTORM IDEAS

There are always many good possibilities for solving design problems. If you focus on just one before looking at the alternatives, it is almost certain that you are overlooking a better solution. Good designers try to generate as many possible solutions as they can.

In the spaces below, sketch out **two** possible design solutions for suit sets (ex. hearts, spades, clubs, diamonds)

|  |  |  |  |
|---|---|---|---|
|  |  |  |  |
|  |  |  |  |

In the spaces below, sketch out **two** possible design solutions for the layout of the faces of the cards.

|  |  |
|---|---|
|  |  |

In the spaces below, sketch out **two** possible design solutions for the layout of the backs of the cards.

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**STEP 3: DESIGN AND DEVELOP A SOLUTION**

Choose the most appropriate idea from the previous step and design a comp using Photoshop and Illustrator. Copy and paste the back of your card and the face of one card in the space below.

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**STEP 4: TEST, EVALUATE, & REFINE THE PROPOSED SOLUTION**

The design process involves multiple iterations and redesigns of your final solution. You will likely test your solution, find new problems, make changes, and test new solutions before settling on a final design.

Explain your problem/challenge to three people. Ask the the following questions and record their answers?

| What is the **single** best part of the proposed design? |
|---|
| 1. |
| 2. |
| 3. |

| What is **one thing** you would change to improve the proposed solution? |
|---|
| 1. |
| 2. |
| 3. |

Review the definitions of the goals and constraints of the project. Are you meeting all goals and constraints? If you answered no, please explain.

|  |
|---|
|  |

From the information gathered in this step of the design process, what revisions will you make to your design?

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## STEP 5: PRODUCE & PRESENT THE FINAL SOLUTION

Use professional production equipment to produce the printed item. Take 2-3 photos of the finished product showing the entire design and place it in the space below.