Graphic Design
Digital Process Book

Description The process book is documentation that outlines the process of a project; in the real world it is considered the Job Jacket. Many hiring professionals often request to see a student's process book to see if the student is a problem solver, how they work through the design process, and to see how the student thinks.

Process books are the developmental portion of a project. The book should reflect all the work done during the project, not just what went into the final piece.

The project grade is not solely determined by the aesthetic end result of a project, but also the student's process through the project. A student must show visual representation in the process book on the amount of work performed in order for appropriate points to be assigned.

Contents The digital process book should be a single PDF that documents the project process.

Research This should include any and all information used as a reference during the creation of the project. It is expected that student designers research all aspects of the project, not just specific areas. For example: If the assignment was to create a poster on an exhibit of American Indian Ceramic Art at the Smithsonian, the following is a list of the type of research that would be expected in the process book:

> *American Indian Ceramic Art*
> *The Smithsonian*
> *Poster Design*
> *Time periods/Cultural reference that influence the design*
> *Visual References*

Do not write a paper about the research and do not submit a list of web sites visited. This will not be accepted.

Students should create a digital version of the research by scanning in hard copies, creating screen captures, and/or creating PDFs.

Thumbnails Students are expected to create thumbnails for ALL projects. Thumbnails are considered to be quick hand drawn sketches that communicates a brief idea of the project. It should show the image, text, and layout that communicates the overall design concept. For example: if the class project is to design a sport logo and the designer's concept is to a baseball team with the mascot being a raccoon, a creditable thumbnail would be of the raccoon and the text, not just sketches of the raccoon.

Color Schemes More than one option of a color theory that was actually considered for the piece; not just the actual colors used in the project.

Type Treatments Different fonts or Typefaces that were considered. There must be more than 3 serious options, in this section.

CD Submission The PDF of the process book should be saved to the project CD along with all the requested digital files of a project. Normally the disc should contain the projects native files and/or the packaged InDesign file (depending on project) and a PDF of the project. The packaged file should include the native InDesign file and folders of the linked images and fonts. Please refer to the assignment sheet and rubric for more information on the expectations of each project's CD content.

Your name and project name should be written on the exterior of the disc; your name also should be in the file name. Points will be taken off if it is not done.

Warning Do not submit every file that you have worked on for project. You would not do this professionally, and it only leads to confusing as to what file should be graded.

The process book should be in one PDF; multiple files will not be accepted.

Tips on The Process Book

Have a title page with your name on it.

Create the process book in InDesign. This will make it easier when creating the PDF.

Label everything. If the instructor has to guess what an item is, it may affect the grade.

Submit the CD in an CD sleeve, case, or envelope. Do not submit the CD without this.

Check the content of the CD on a Mac prior to submitting the book. Sometimes the CD is blank or the files are corrupt.

Do not design a label for the CD. Computers run hot and labels sometimes get stuck in a hot computer.

Make sure all InDesign files are saved for the current version the Communication Design Labs are using. Submitting files that are a version higher cannot be opened by the instructor and will either delay the grading of the project or result in failing that portion of the project.

Save the CDs, you will need them again in the Portfolio + Resume class. Also the CD is an excellent source of archived files.