The Design Process: A Model for Creative Discovery

Student Checklist

1. Creative Purpose/Task

- ☐ What is the design problem or idea?
- ☐ What kind of product do I want to create?
- ☐ What are the limitations?

2. Objectives and Action Plan

- ☐ Who is the audience?
- ☐ Can I define the problem in my own words?
- ☐ What do I have to do?
- ☐ How can I communicate it visually?
- ☐ Do I understand what the message is and what I have to communicate?
- ☐ Do I have to educate or influence someone's thinking?

3. Explore/Research/Discover

- ☐ Did I locate the appropriate information using the resources available?
- ☐ What other resources are available?
- ☐ Did I look at a variety of visuals: paintings, magazines, photographs, websites, video games, etc.?
- ☐ What are three emotions that you want your project to convey?

4. Generate Alternate Solutions

- ☐ Did I brainstorm enough examples?
- ☐ Did I look at good designs and consider how other designers came up with "cool" concepts (a photo, a website, a presentation, etc.)?
- ☐ Did I develop concepts based on the objectives and strategy?
- ☐ Do I know the subjects?
- ☐ Did I use images related to my subject: crop, cut and recombine them?
- ☐ Did I thumbnail 3-5 possible concepts?

5. Design Phase

- ☐ Have I chosen the best solution to solve the design problem?
- ☐ Do I know my objectives? Does the client agree with them?
- ☐ Did I have a strategy?
- ☐ Did I do enough research?
- ☐ Did I answer the design question or purpose?
- ☐ Did I explore my ideas?
- ☐ Did I draw many thumbnail sketches, narrow it down to a few roughs and then decide on one design to work with?

6. Implement/Refine/Reflect

Implement - Design Checklist

☐   How long will it take to complete the project? What is my timeline?

☐   Did I transform my research and brainstorming into an original and creative product?

☐   Have I chosen the medium that can appropriately express my message?

☐   Have I learned anything unexpected?

☐   Does my solution raise any other questions?

Reflect/Refine – Checklist

My Design…

☐   reflects the desired purpose, objectives, strategy, emotion and concept

☐   is a solution to the design purpose

☐   is expressed through design elements and principles

☐   is appropriate for the design's spirit, objectives and audience

☐   communicates the creative purpose clearly

☐   is original, thought-provoking and exciting