

Overview *of the* Design Process

| Process | Concept | Supported by |
|------------------------|--------------------------|--|
| Getting Started | Research | Asking questions, collecting information Listening, looking, talking, researching... |
| Thumbnails | Exploration | Brainstorm techniques Free play, swipe file, sketchbooks... Research |
| Mock-ups | Development | Feelings, mood, Story boards Topic, purpose, audience, limitations Design Guidelines: appropriateness, organization, hierarchy, eyeflow, KISS, balance, white space, unity, gestalt... |
| Tight Comps | Refinements | Design Guidelines: as above Design Techniques: focal point, contrast, repetition, alignment, proximity |
| Production | Production Completion | Software skills: Proofing, production HTML, web authoring, testing |
