

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
