

# Project 8

# Planning and Process

EMILY CARR UNIVERSITY

DESIGN CORE STUDIO / FNDD 161 / SPRING 2012

## MATERIALS

- sketchbook
- various mark making and drawing tools, including pencils markers, brushes, charcoal and others (found or invented)
- various papers (size and surfaces)
- scissors & glue stick
- x-acto knife/cutting mat
- ruler, compass
- 3 ring binder
- ECI copy card
- digital camera

## VOCABULARY

### Design Practice

- ideate
- explicate
- iterate
- paradigm
- visual language
- revise & refine
- critique
- context
- concept
- literal
- intuit
- map

## SKILLS DEVELOPMENT

- Awareness of personal design practice and methodology.
- Ability to effectively communicate said methodology through written and visual communication.
- Effective planning/scheduling of multiple project deadlines and related work.
- Use and understanding of design and process vocabulary
- Communicate broad considerations of design, beyond basic ideas of form.
- Experiment with a range of media, processes, and methodologies

## PROJECT EVALUATION CRITERIA

- range and depth of exploration, ideation and documentation
- effectiveness of design (communication, application of formal principles, presentation and aesthetics)
- originality
- follows project objectives

## Description

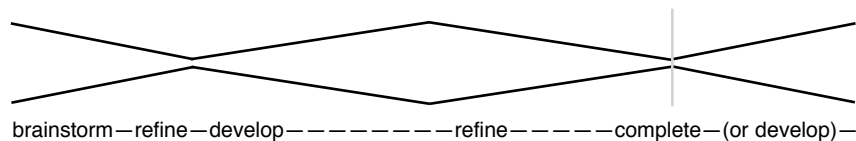
Develop a course specific process book that documents your personal methodological approach to design practice. Take into consideration the various aspects of design process, some of which are listed below:

Analysis	Reflection
Brainstorming	Intuition
Ideation	Illustration
Research	Explication
Iteration	Revision
Refinement	Expression

Through the course of the semester you will develop a process book that documents all the stages of your work and the various considerations involved in the creation of that work. Presented in digital form, the final product will be professional in finish and in presentation (including such things as arrangement and hierarchy), and it will effectively communicate to the viewer the various facets of both your practical and intellectual approach to the various design challenges. Your *sketchbook* should also be a useful tool in the production of both your final deliverables and your digital *process book*; in this context, think of it as a dialogue between your sketchbook, process book and your other projects, in the sense that the sketchbook will inform the deliverable outcomes, and both the sketchbook and project deliverables will have an impact on your final process book.

## Methodology

The methodology involved in creating a thorough process book that is both a document and a tool for production can best be expressed conceptually. Begin by thinking broadly and loosely, allowing ideas from the logical to the absurd to fill your mind and the page. Refine these ideas in both your thinking and your production while always being prepared to step out and take an objective view of your progress. When necessary go back to your initial brainstorming and begin refining, and when you find a workable solution, begin to expand it through a renewed development and refinement stage.



**Deliverable:** (Due last contact class of the semester)

**One - Multi-page PDF in 1024 x 768 pixel native format.**

Have your name and class information presented clearly on the cover page.

The sketchbook will be evaluated in class during your the semester.