

7-Step

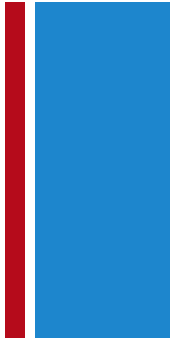
Mr. Price
Professional Standards
Spring 2014

+ What's the order for the day?

- Identify the 7-steps of the design process
- Identify the target audience of the event.
- Design a thumbnail sketch of a flier for FFA week.



+ 7-Step Design Process



- Identify
 - Purpose
 - Audience
 - format
- Create Thumbnail Sketches
- Review Sketches
- Revise Sketches
- Create
- Print and Edit
- Make Changes and Repeat



Step 1: Identify your audience,
purpose and format.

+ Step 1:

Purpose

- What are you trying to do to the audience?
 - Inform
 - Persuade
 - Entertain



+ Step 1:

Audience



- What does your audience look like?
 - Age
 - Gender
 - Education level
 - Interests
 - Socioeconomic Factors
 - Geographic Area

+ Step 1:

Format

- How will your information be distributed/displayed?
 - Flier
 - Magazine
 - Advertisement
 - Brochure
 - Business Card





+ Step 2: Create thumbnail sketches

+ Step 2

Thumbnail Sketches

- Small pictures of publication pages drawn by hand on paper
- AKA “dummy sketches” or mock-ups
- To draw, use:
 - Boxes for graphics
 - Squiggles for body text
 - Large XXXXX or text for headlines/subheads





Step 3: Review

+ Step 3

Review

- Check for principles of design
 - Appropriateness
 - Balance
 - Focus & Flow
 - Consistency





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Step 4: Revise

+ Step 4

Revise

- Revise your thumbnail sketches





Step 5: Create

+ Step 5

Create

- Create your design using Adobe programs
 - Adobe Illustrator
 - Adobe InDesign
 - Adobe Photoshop





Step 6: Print and Edit

+ Step 6

Print and Edit

- Print your design in color
- Edit your design
- Check for:
 - Spelling
 - Principles of design
 - Color coordination
 - Graphic quality





+ Step 7: Make Edits and Repeat

+ Step 7

Make changes and Repeat

- Make changes to design in Adobe program
- Repeat steps 6 & 7
 - 6: print and edit
 - 7: make changes and repeat

