

*Build your Process Book using the following guidelines—*

Present your Process Book as a .PDF, in the same order that your process occurs: Color Themes > Associations > Images > Concepts > Sketches > Compositing > Analogous/Complementary/Duotone versions.

Include screen shots of your Color Theme swatches: Analogous + Complementary. Make sure that the Base Colors are identical in each theme.

Associations between colors and objects / emotions / places should be written out as a list of words. For example, a blue-green-to-yellow analogous theme might go something like this:

1<sup>st</sup> color: Ocean, seawater, turtles underwater

2<sup>nd</sup> color: Skies on a bright day, aquarium,

3<sup>rd</sup> color: Recycle signs, grass, vines, organic, alive

4<sup>th</sup> color: Green apples, Spring time, fresh

5<sup>th</sup> color: Peppers, grapes, sun, mac 'n' cheese, school bus

Raw, un-manipulated images: to show photo search for each of the two color themes—*in order* (Analogous first, followed by the Complementary version).

Sketches of your composition ideas—scanned or photographed (2 should suffice).

Beginning compositing of layers and objects in Photoshop. Save screen grabs of your initial attempts.

Written thoughts and design decisions guiding your visual concepts. Keep the written description simple & direct—no extra filler to take up page space, and no explanations consisting of personal intangibles such as “I just loved it like this!” Think in terms of design process & visual problem solving, and clear communication with your audience.

Spell all words correctly: *Analogous, Complementary, Duotone, Palette.*

Your written process notes can function as captions that accompany the images, themes, or sketches they are describing. Place the images in close proximity to the brief descriptions they are connected to—to visually illustrate what you are saying in words.

Use legible and basic type & layout. Typefaces like Minion, Helvetica, Garamond, Frutiger, Myriad, or Caslon should work fine. Please avoid script, Blackletter, or cute fonts for body copy.

Include all 3 final versions (Analogous, Complementary, and Duotone) at the end of your Process Book.