

Build your Process Book using the following guidelines—

Present your Process Book as a .pdf, in the same order that your process occurs:
Concepts > Sketches > Photo Shoot > Compositing > Screen Captures > 1st Draft.

Include sketches of your concept ideas (two or three should suffice). You can photograph or scan these, or draw directly using the computer.

Show your raw, un-manipulated images; straight out of the camera. Only include those shots that are important to the process—not *every* picture.

Keep a record of your beginning compositing of parts and layers in Photoshop. Save screen captures of your initial attempts.

Write down the 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. InDesign has a spell checker built in.

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 the final version of your project image at the end of your Process Book.