

design process



BRAINSTORM!

Set a time limit and write down everything that comes to your mind about your subject.

DON'T FILTER YOURSELF!!!

Write down everything and edit later.

BRAINSTORMING works for individual or group work.



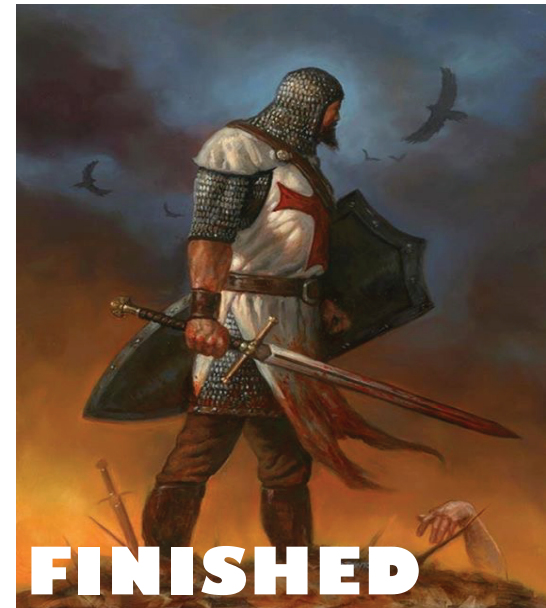
STUDY

A **STUDY** is a full-sized version of the design. Develop your idea at its full size with light and dark relationships so that you can be sure that it works.



THUMBNAIL SKETCHES

Create fast sketches to investigate many different versions of your best brainstorming ideas.



FINISHED ARTWORK