

# Design Project Production Phases

## 1. Define

Set goals for project

- Target audience
- Content
- Delivery requirements

Develop a Project Plan

Outline

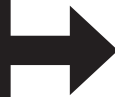
- Research
- Client Interaction
- Content Production

## 2. Structure

- Information architecture (Web)
- Storyboards (Print & Video-based)
- Design (Print)

## 3. Design

**You don't  
design  
on the  
computer  
until this  
step!**



- Brainstorm 20+ ideas, then let it sit for a day
- Choose your best three ideas and develop further
- Sketch tight layouts and use software to create tight design comps.
- Review comps with team or client
- Redesign based on feedback
- Develop prototypes

## 4. Build and Test

- Create images, graphics, create content, and design layout based on design documents
- For web and interactive projects conduct technical, accessibility, and usability testing, recording bugs, and design-change requirements.
- Make revisions based on test results and repeat tests.
- Conduct focus groups (if applicable)
- Create final version and presentation

## 5. Delivery

- Prepare for print, web, and/or video delivery
- Outline a launch plan including promotion, and search engine optimization (if applicable)