

PROCESS

Catalogue your story

We have all experienced glamorous product shots from retailers, design blogs and magazines. These images and advertisements from the likes of Apple demonstrate finished products that entice consumers to covet their offerings. They promote brand and lifestyle.

But what is the story behind these products? What are the compelling narratives that occurred during research and development?

Designing a product, service, system or experience can be a long, arduous venture. The stories and struggles of design development are often concealed from mass consumption for a variety of reasons, ranging from marketing to protection of intellectual property.

As an emerging designer, the process utilized to discover solutions is integral to your development. Visualizing the full spectrum of a project and being able to communicate your design intent is vital to engaging with potential employers, clients and peers. Crafting a compelling story with ups and downs, intrigue and hard work demonstrates a level of maturity and sophistication that is sought after in the professional and academic worlds. Imagine buying a book that only has an introduction and a final chapter. Without a developed story to engage the audience, the payoff becomes a temporary veneer with shallow considerations. The way design is often consumed in the public domain is limiting and presents an underdeveloped story arc in regards to the many facets of the process.

This project aims to guide you in developing the skills, awareness and patience to catalogue the intricacies of your design process and communicate them effectively.

The focus of this project is explaining the journey to your design interventions. It won't be clear at the beginning. And that's the point. Catalogue your discoveries every single day. Your journey might be messy and chaotic, but if you don't capture your progress, the reflections at the end of a project are fractured and insincere.

Deliverable

A Process Document that catalogues the spectrum of design process (from initial exploration to final deliverable) for the duration of the course. The format will be a personal exploration and will be determined in consultation with your instructor.

Criteria for Grading

Consistency — 25%

Organization — 25%

Quality — 25%

Innovation — 25%

Timeline

The Process Document is due **at the end of the first section (3 weeks)**. As indicated in the course outline, **late assignments will not be accepted (without prior clearance)**. They will receive a failing grade.