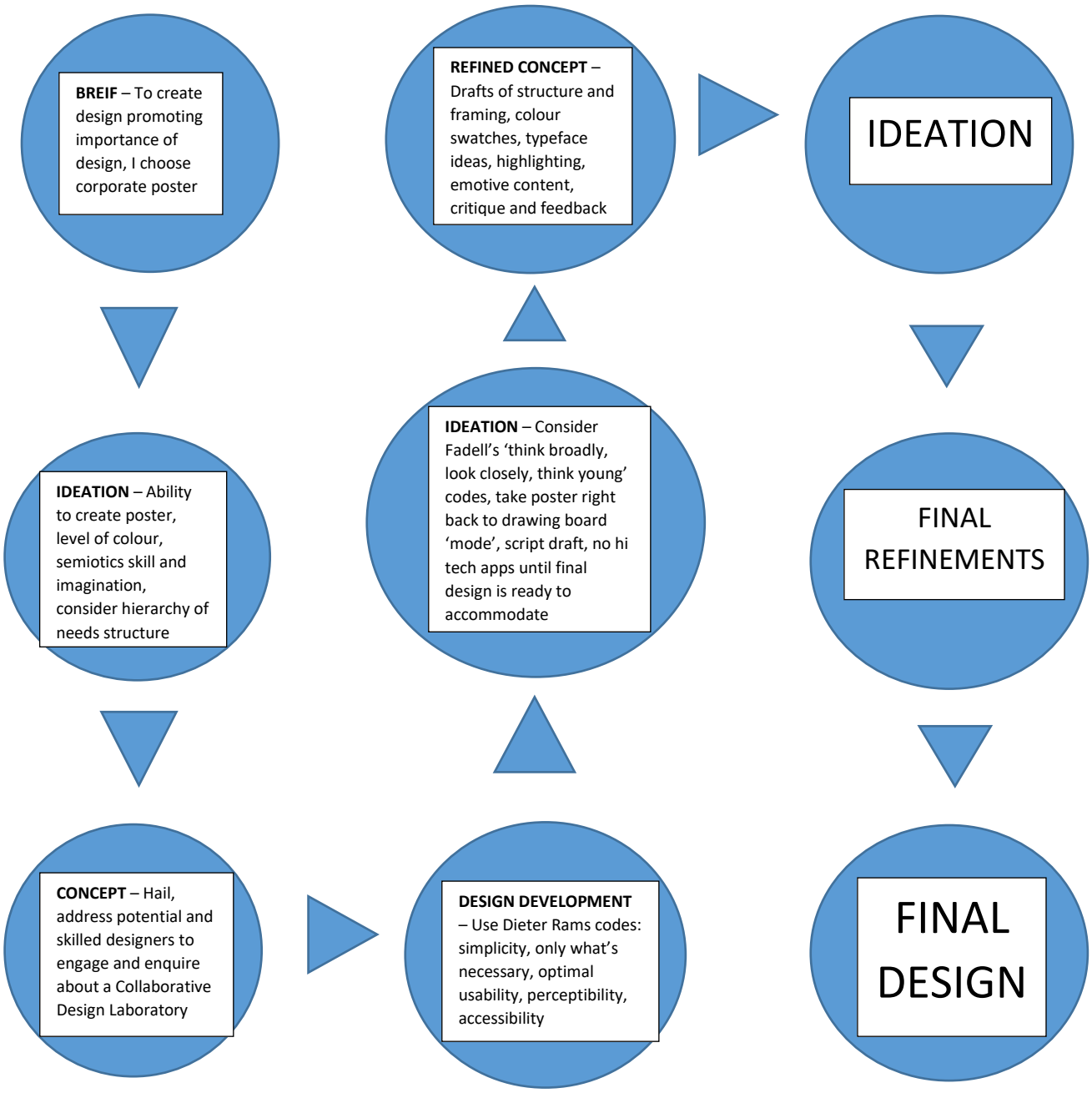
BREIF – To create design promoting importance of design, I choose corporate poster
REFINED CONCEPT – Drafts of structure and framing, colour swatches, typeface ideas, highlighting, emotive content, critique and feedback
IDEATION
IDEATION – Ability to create poster, level of colour, semiotics skill and imagination, consider hierarchy of needs structure
IDEATION – Consider Fadell's 'think broadly, look closely, think young' codes, take poster right back to drawing board 'mode', script draft, no hi tech apps until final design is ready to accommodate
FINAL REFINEMENTS
CONCEPT – Hail, address potential and skilled designers to engage and enquire about a Collaborative Design Laboratory
DESIGN DEVELOPMENT – Use Dieter Rams codes: simplicity, only what's necessary, optimal usability, perceptibility, accessibility
FINAL DESIGN