

Week 1:

1. Read the example(s) of a project brief from the handouts.
2. Design a page format. All of your materials [text and layouts] will be presented out using this page format and will become part of your process book.
3. Expand your initial abstract to 2 pages:

Use this format:

Part 1: abstract (summary)

define the client or project attributes to be explored in your project

**Part 2: expanded development of project idea
(use subtitles as needed)**

look at the examples of edmunds.com and emp project briefs for organization.

you are presenting the client or project idea, offering some ideas for approaches, describing possible research sources.

**Your description should emphasize design/visual approach,
and a process of experimentation**

PRINT YOUR BRIEF USING THE FORMAT FROM #2

4. send the 2 page version to me on Monday (email):
I'll have revisions for you on Thursday, which we will review in class
5. Start collecting research materials, and documenting them in your book with visuals and examples of type. ('inspiration pages')
[you can scan and present them in a grid using your page format later]
Be prepared to show your research in class next week.
6. Start an Itoya book with the abstract, briefs and tear sheets of your research, adding sketches and exercises as they are assigned.
Everything in your book should be laid out using your page format and be presentation quality.

Week 2 will begin concept sketches

READING:

Editing and Revising:

Chapter 1 What is Editing?

P 8-9 Barriers to communication

Chapter 3 Readers and aims

p 19-21 What does the document aim to achieve

Chapter 5 First steps

p 32 The first look through

p33 Editing the process

Chapter 6 Editing the content

p 34-39

Chapter 7 Achieving Structural Flow

p 40-47

Chapter 11 Brevity

p 70-77

Chapter 12 Clarity

p 78-91

Appendix

p 120 Contents checklist

p 121 Style checklist

p 124 Clarity checklist

p 130-131 Proof checking symbols

Design Research:

preface p 10

introduction p 16

changing role of research p 22

quantative Methods: from Boring to Brilliant p 23

ethnography and critical design practice p31

paradox of design research p 39

overview of quantative methods in design research p 63

CLIENT IS:

statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement

CLIENT ISN'T:

statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement
statement	statement

The client image should reflect:

statement
statement
statement
statement
statement
statement
statement
statement
statement
statement
statement
statement
statement
statement
statement
statement

**lorumipsumlorumipsumlorumipsuml
orumipsumlorumipsumlorumip
sumlorumipsumlorumipsumlorum
ipsumlorumipsumlorumi
psumlorumipsumlorumipsumlo
rumipsumlorumipsum**

**lorumipsumlorumipsumlorumipsu
mlorumipsumlorumipsumlorum
ipsumlorumipsumlorumip
sumlorumipsumlorumipsumlorum
ipsumlorumipsumlorumi
psumlorumipsumlorumipsumlo
rumipsumlorumipsum**