

Process Book Guidelines

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Overview

- Audience
- Content & Structure
- Layout & Type

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Audience

What is a process book for?

- .. *Generally*, gear content towards audience
- .. *Specifically*, keep majority of content the same.

What would a client want to see?

What would an internal design review team want to see?

What would a potential employer want to see?

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Content & Structure

Main content areas:

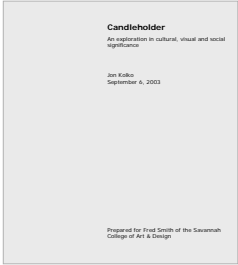
- Cover
- Table of Contents
- Project Brief
- Final Solution
- Process Work
- Summary
- Works Cited, References

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Content & Structure : Cover

- Simple
- Proofread!

Title
Your name & Date
Name of company/client prepared for
One or two sentences explaining the project (*optional*)
Images of your process work & final solution (*optional*)




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Content & Structure : Table of Contents

- Include a table of contents *only* when you have more than (roughly) 10 pages

Section title
Name of each section
Page numbers
Description of each section (*optional*)
Consistent footer with page numbers



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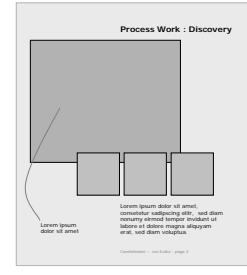
Content & Structure : Project Brief

- Perhaps the most important part of your process book.
- Short (1-2 pages)
- Concise
- Title
- High level introduction
- Goals of the project
- Discussion of constraints
- Explanation of process
- Consistent footer with page numbers

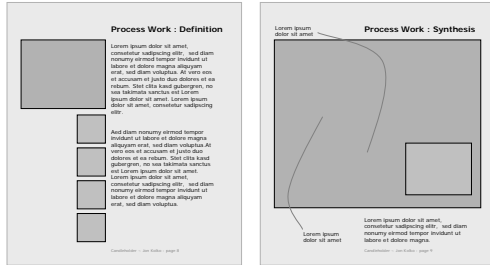


Content & Structure : Process Work

- Lots of content, but be choosy
- Neat & Clean
- Intersperse descriptions and imagery (photos, drawings, magazine cutouts, mind maps, etc)
- Include 'epiphany moments'
- Title
- Content
- Consistent footer with page numbers

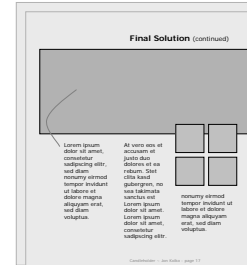


Content & Structure : Process Work



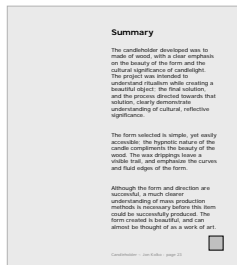
Content & Structure : Final Solution

- Let it speak for itself – and then explain it
- High quality, large photo
- Description with callouts
- Title
- Consistent footer with page numbers



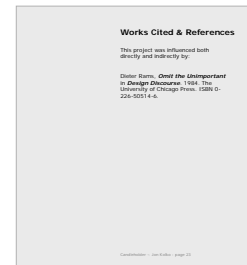
Content & Structure : Summary

- Be honest & passionate
- Short (1-2 pages)
- Concise
- Title
- High level reiteration of project goals & scope
- Discussion of successes
- Reflection on what could be improved, further areas of study, and shortcomings of the project
- Small images (optional)
- Consistent footer with page numbers



Content & Structure : Works Cited

- List influences
- Title
- Sources
- Consistent footer with page numbers



Layout & Type

- Simplicity in composition
- Simplicity in fonts & type

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Layout : Basics

Left => Right, Top => Bottom

What are the implications of this?

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Layout : Basics

Use an implicit grid.

Make sure things line up **exactly**.

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Layout : Basics

Think about visual hierarchy & importance

- Relative Size
- Weight
- Location
- Relationship to white space

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Type : Basics

Simplicity!

- Only one font face
- Three or fewer sizes of the font
- Don't overuse bold & italics
- Be consistent

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Type : Basics

Choose a "standard" font, not something "exotic". The point isn't to show off your type skills – it's to show off the work.

- Verdana
- Trebuchet
- Helvetica
- Frutiger
- Univers

Stay away from "kitschy" fonts:

- Comic Sans
- Bermuda
- CUTOUT

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Other Tips & Tricks

- Proofread, spell check, and get someone else to read it
- Simplicity – let the content speak for itself
- Be consistent, in terms of layout, font choice, font size and hierarchy
- Pay attention to detail and craft. If you are cutting content out with an X-Acto, do it slowly and carefully. If you are scanning, crop and clean up the images in photoshop.

Be aware of details!

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Summary

- Audience
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- Layout & Type

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