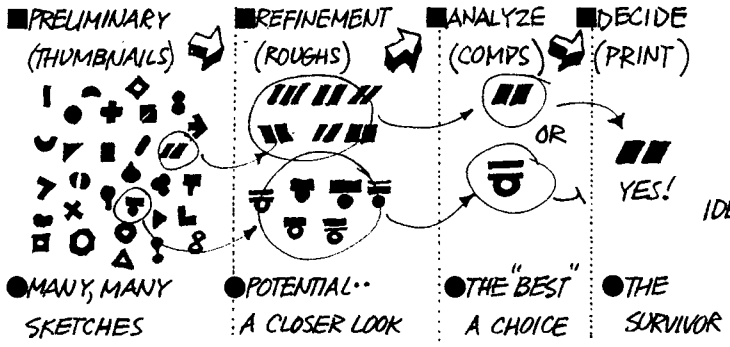
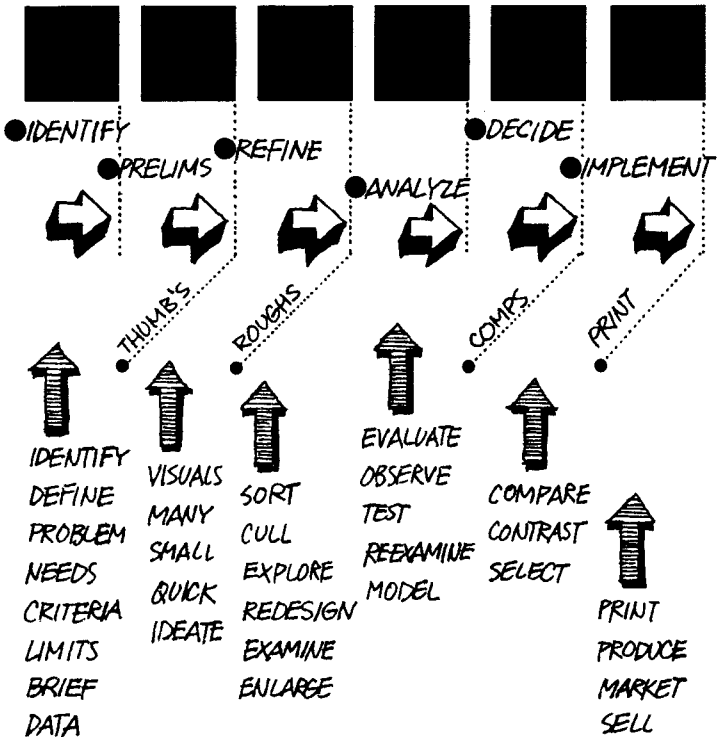
PROCESS

THE DESIGN PROCESS CAN BE AS SIMPLE AS MAKING A COLOR CHOICE OR AS COMPLEX AS FORMATTING A SERIES OF SCIENTIFIC TEXTBOOKS. IT CAN RANGE FROM SELECTING A TYPEFACE TO DESIGNING A GRAPHIC CONTROL ENVIRONMENT FOR A MASSIVE WATER CONTROL PROJECT. ABOUT THE ONLY THING CONSTANT IN GRAPHIC PROBLEMS IS THE FACT THAT EACH PROBLEM HAS UNIQUE DIFFERENCES. YET CERTAIN COMMONALITIES DO HELP DESIGNERS TO STRUCTURE THEIR ATTACK ON A PROBLEM.

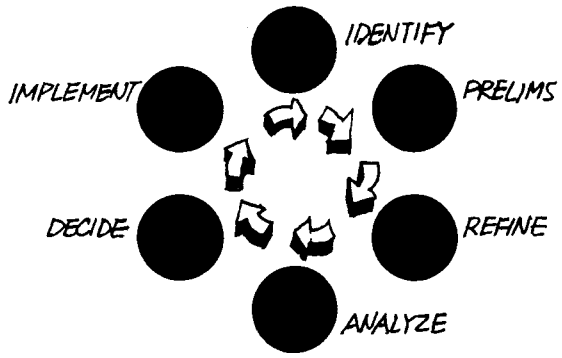
ALTERNATE SOLUTIONS · ANY PROBLEM HAS AN INFINITE NUMBER OF POSSIBLE VISUAL SOLUTIONS. IF WE CAN ACCEPT THIS FACT, AND CAN GENERATE VISUAL ALTERNATIVES, A GOOD DEAL OF OUR DESIGN ACTIVITY CAN INVOLVE MAKING VISUAL CHOICES.



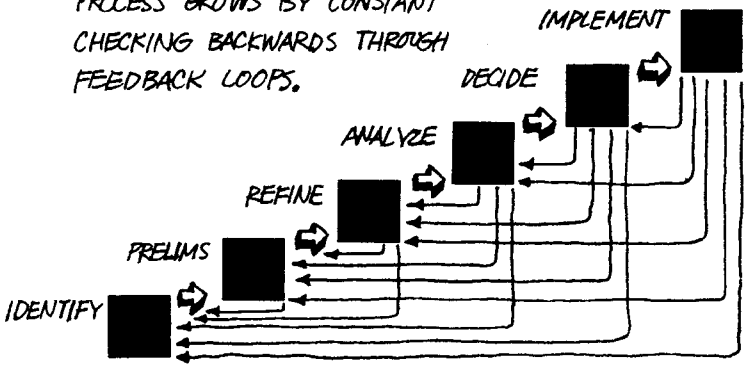
LINEAR PROCESS · ONE STAGE FOLLOWS ANOTHER IN A STRAIGHT LINE.



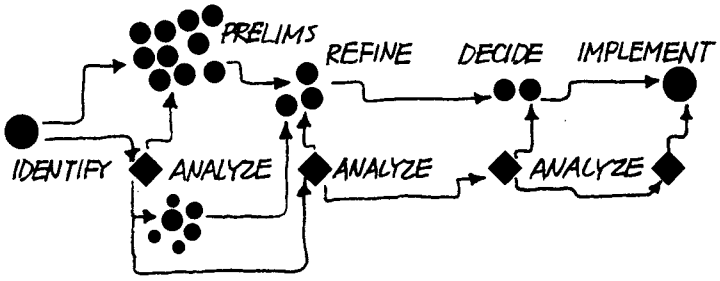
CYCLIC PROCESS · PROCESS MOVES IN A CYCLE OR CIRCLE WITH NO CLEAR START OR FINISH.



FEEDBACK PROCESS · LOOKING BACKWARD HELPS THE PROCESS ALONG. CONCURRENT PROGRESS. PROCESS GROWS BY CONSTANT CHECKING BACKWARDS THROUGH FEEDBACK LOOPS.



BRANCHING PROCESS · CERTAIN STAGES TRIGGER PROCESS GROWTH IN MORE THAN ONE DIRECTION LIKE, A TREE.



PRIORITY PROCESS · IN THE DESIGN PROCESS, THE ESTABLISHMENT OF PRIORITIES IS ESSENTIAL. DESIGNERS MUST BE ABLE TO JUDGE AND GAUGE THE RELATIVE IMPORTANCE OF FACTORS AS THEY RELATE TO ONE ANOTHER. PRIORITIES SET THE FUNCTIONAL AND VISUAL CRITERIA IN COMMUNICATIONS.