

## Visual communications preliminary assignment: Thumbnails and sketching for a process book

A process book explains the development of ideas that lead to your final design. Process books are usually used to communicate where a design came from. Process books should tell a coherent story illustrating the process that led to a final design.

The process book should contain: “Field” research, notes, and visual reference to a project’s product or idea, inspiration, scans, print-outs, swatches (color story), fonts, sketches and thumbnails, full color (half letter sized) concept drawing, and anything else that relates to the project. Conceptually, the book should also show a strong relationship to the finished product.

- ***We make process books at the start of every project. But today I just want you to sketch.***
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### Sketching and Thumbnails Assignment

Rather than making you do an entire process book now, let’s just do a part.

Juniors were designing a cereal box, but the twist is it’s for a creature. They’ve had to develop what the creature looks like, what it eats, and where it lives.

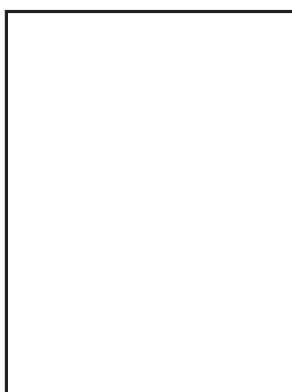
- ***For this assignment I want you to draw at least twenty thumbnails of the creature you would design for the cereal box assignment.***
- ***Make some additional sketches of what it eats and where it lives.***

You can make notes and show pictures of what inspired your creature too if you want. For example, is it based off of a bug? You can print out the picture of the bug and glue it on the paper too.

You can use loose paper and clip it all together or work in a sketchbook.

Make sure your name is on everything and this paper is attached.

- Note that thumbnails can be loose and quick.
- Sketches should be bigger and show more detail.



If you want to see a process book, stop by VisComm during reading period or ask a graphics kid to show you one of their’s.

***Thumbnails can be this size***