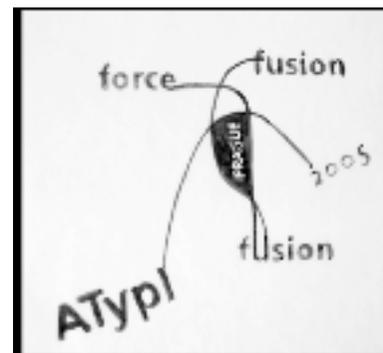
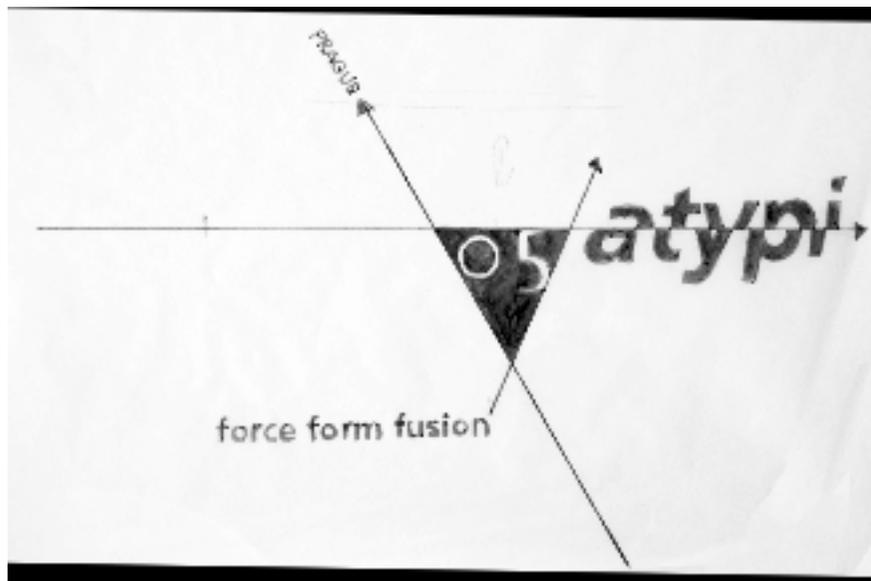
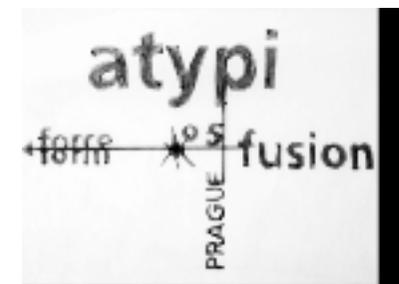
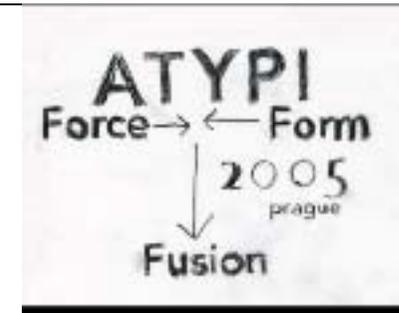


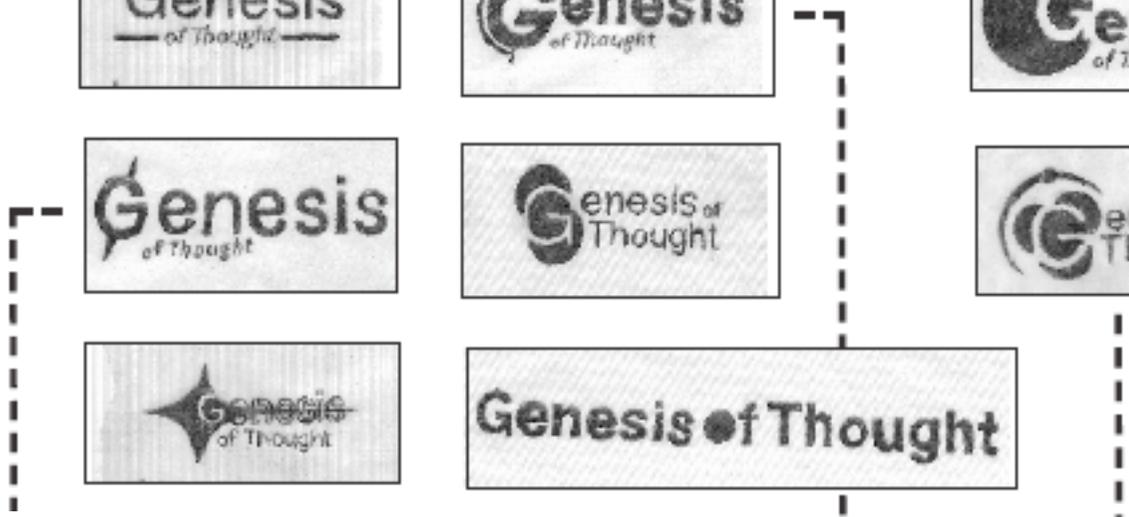
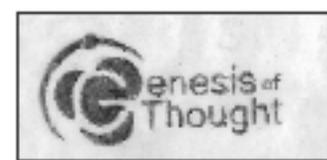
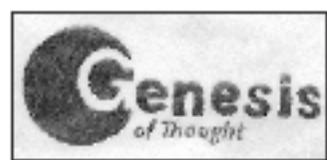
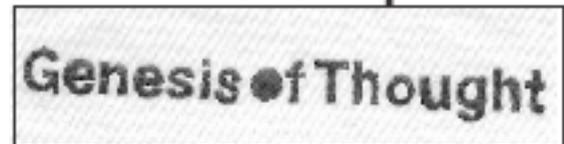
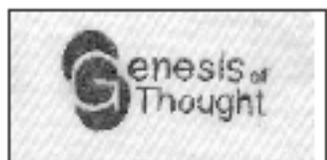
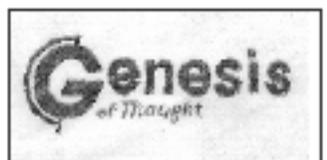
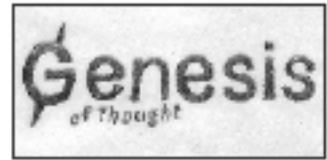
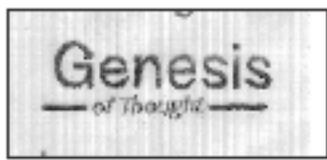
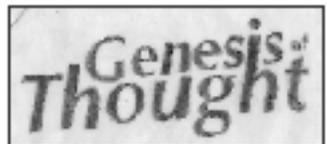
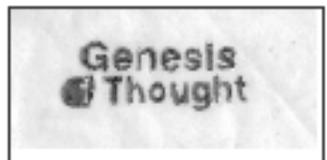
Design Process

Design Process

Thumbnail sketches:

- Quick, small scale sketches
- Explore different concepts/ideas
- Can take an idea further
- Explore different compositions or motifs for an idea





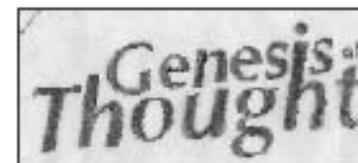
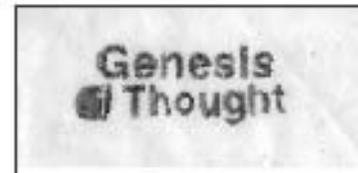
Design Process

Roughs:

Take about three best thumbnail sketches and take their ideas/compositions further



Final identity second choice



Design Process

Tights:

These are more refined sketches either done by hand or on computer

Layout and details are resolved

Color studies

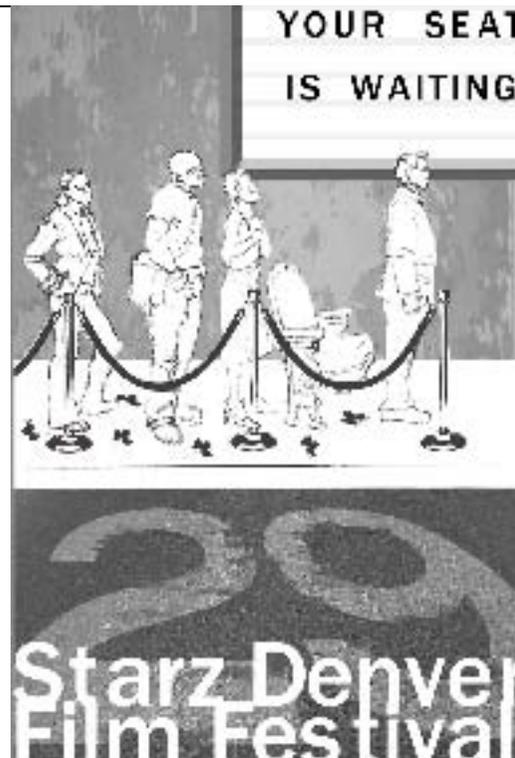


Design Process

Revise, revise, revise...

These are more refined sketches either done by hand or on computer

Layout and details are resolved



Design Process

Finish

Know when to stop

*Genesis of
Thought*

