

*Art is not what you see,  
but what*

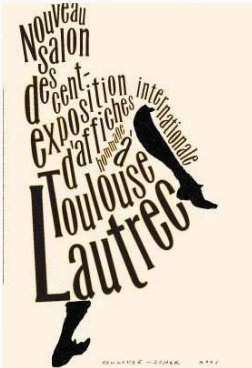
**YOU MAKE OTHERS SEE.**



**EDGAR DEGAS**



## Communicating MESSAGES





**communication**

**education**

**information**

**guidance**

**encouragement**

**promotion**

**inspiration**

**awareness**

**dialog**

**persuasion**

**entertainment**

**direction**

**motivation**

## **Design OBJECTIVES**



## **determining the function OF THE DESIGN**

### **will the design...**

**announce or invite and request participation?**

**inform and create awareness?**

**educate or instruct?**

**identify or symbolize and represent people, places, and things?**

**illustrate and explain?**

**spark imagination and ignite creativity?**

**interpret and clarify?**

**influence and motivate action?**

**solicit trust or faith?**

**package, promote, sell, or advertise?**

**protect and store?**

**guide and provide navigation?**

**display and exhibit?**

**commemorate and mark history?**

**feature and showcase?**

**anger and incite?**

**entertain and amuse?**



## **the skills OF THE DESIGNER**

**problem solving**

**communication**

**analysis**

**visualization**

**management**

**composition**

**organization**

**information-gathering**

**systemization**

**critical thinking**

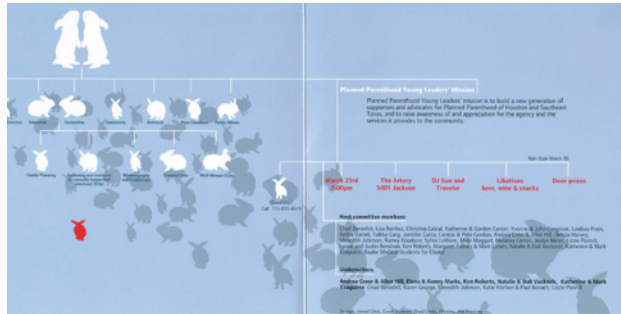
**aesthetics**

**representation**

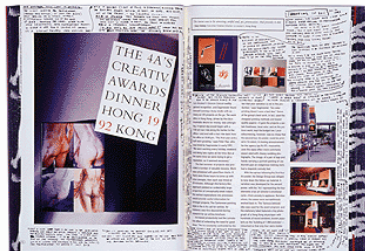
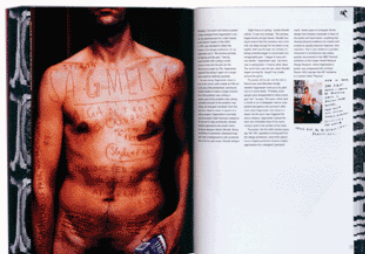
**research**

**perception**

# announcements



books





websites

# futurefarmers

Cultivating community since 1995

## Current Projects

Gardening Silicon Valley Superfund Sites  
Free Soil  
The Great Park Project  
Ed's Project  
Temporary Portfolio

HOME PAGE

STORE

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our site is hosted by [Media Temple](#)



# branding



inspiration





nurturing

**INSPIRATION**

**Carry a notebook or camera everywhere to record findings.**

**Become immersed in design.**

**Be committed to discovering and collecting inspirational factors.**

**Take a walk**

**Take breaks throughout the day.**

**Listen to music.**

**Spend the day outdoors.**

**Communicate regularly with other designers.**

**Explore areas of interest beyond design.**

**Go to a movie, play, opera, concert, museum, or gallery opening.**

**Visit family and friends.**

**Read design and nondesign books, magazines, and journals.**

**Go for a drive.**

**Attend conferences, lectures, and events.**

**Take a different route home after work.**

**Explore.**

**Create diversions from everyday routines**

**Go on vacation or spend a weekend away from home.**

**Try something new.**



## **project brief** **FUNCTIONS**

**States the primary goals and messages of the design.**

**Provides a meticulous overview of the project.**

**Determines project restrictions, as well as the schedule and budget.**

**Outlines the client-designer relationship.**

**Establishes the responsibilities of everyone involved with the project.**

**Is used as a reference tool throughout the process.**

**Defines the characteristics of the viewer.**



## **the actions of THE CLIENT**

**Initiates the design project.**

**Determines the primary design objective.**

**Seeks returns from the design.**

**Respects the expertise of the designer.**

**Articulates anticipated outcomes and reactions**

**Suggests the desired attitude of the design.**

**Prepares budgetary information.**

**Establishes deadlines for delivery.**

**Actively participates throughout the process**

**Approves the design.**

**Provides feedback.**



## part 1

# THE DESIGN PROBLEM

**What type of project is needed (annual report, brochure, poster)?**

**What is the function and purpose of the design?**

**What are the client's objectives/goals for the design?**

**What is the primary message the client wants to communicate?**

**What considerations must be made to meet the needs of the client and viewer?**

**Are there any limitations or restrictions?**

**What is the budget?**

**What is the schedule?**



## part 2

# THE CLIENT DESIGNER RELATIONSHIP

**What are the responsibilities of the client?**

**What are the responsibilities of the designer?**

**What is the level of client involvement?**

**In what stages of the design process will the client be directly involved?**

**What are the important dates, such as presentations and delivery?**

**How often will the client and designer interact?**

**What is the best method of communication (email, meetings, phone)?**

**Who are the primary contacts?**

### **essentials of the client-designer relationship**

respect  
open communication  
shared vision  
trust  
creative interaction  
collaboration





## **part 3**

# **THE VIEWER**

**Toward whom is the project directed?**

**What are the characteristics of the viewer?**

**What makes the viewer unique?**

**How will the viewer interact with the design?**

**What are the needs of the end user?**



## **research and information gathering**

### **TIPS**

**Gain an understanding of the topic**

**Read, evaluate and understand all provided materials**

**Independently research additional information**

**Review the clients current communications materials**

**Investigate competitive markets**