

good advice: PROCESS BOOK

IT'S ABOUT MUCH MORE THAN ALL OF THE CHANGES YOU'VE MADE TO YOUR PIECE OVER TIME.

But that is important, too.

I GET SUSPICIOUS WHEN EVERYTHING IN THE PROCESS MANUAL ONCE APPEARED ON THE SCREEN.

Notes, lists, and sketches sometimes show quick, passionate, active thinking like nothing else.

DON'T FORGET INCLUDE RESEARCH OF EXISTING DESIGN.

I can't stress this enough. Doing stamp design? Study as many stamps as you possibly can.

ACTUALLY STUDY AND LEARN FROM YOUR RESEARCH.

Don't just grab & print a few quick things off of Google Images. That's wasteful & pointless.

IS THIS REALLY YOUR ONLY IDEA?

Employers want to see evidence of multiple concepts. So do I.

HAVE YOU TRIED ANY OTHER TYPEFACES?

We have plenty, you know. I hear that there are an awful lot of colors as well.

BIND YOUR PAGES SOMEHOW. THIS IS WHY WE USE A 3-RING BINDER.

Nobody wants to dig through an unruly stack of paper stuffed in the pocket.

PUT YOUR NAME ON THE COVER AND THE SPINE.

Have you ever had to deal with 40 identical black 3-ring binders?