



#### **Basic Course Information:**

**Course Prefix/Number:** GDES 221-02  
**Course Title:** Typography 1  
**Core/Elective Course:** GDES Majors  
**Class Meeting Times:** UT: 10:00 - 11:15AM  
**Instructional Modality:** Online/Onsite  
**Class Location:** G221  
**Credit/Lecture Hours:** 3  
**Zoom ID:** 988 000 9880  
**Zoom Personal Meeting:**

**Instructor:** Dr. Fahad A. Dhawi  
**Office Location:** G329  
**Office Phone:** 1802040-3633  
**Email:** fdhawi@auk.edu.kw  
**Office Hours:** M: 12PM-2PM  
**Office Hours:** UT: 11:30AM - 12PM  
**Office Hours:** UT: 1:30PM - 2PM  
**Office Hours:** UT: 3:15PM - 4:15PM  
<https://auk.zoom.us/j/9880009880>

#### **AUK Mission Statement:**

The Art and Graphic Design Department degree program offers a balance of theory and practice in the art and science of visual communication. The program cultivates cultural and aesthetic sensibilities while emphasizing critical thinking, analysis, and problem-solving through the teaching of design history, methodology, and technologies to produce designers capable of producing meaningful designs in a diverse global community.

#### **Department/College Mission Statement:**

The Graphic Design Program offers students the opportunity to pursue a degree emphasizing a balance of theory and practice in the art and science of visual communication. The program emphasizes critical thinking, analysis and problem solving through the teaching of design history, methodology and technologies. Students cultivate cultural and aesthetic sensibilities for a diverse, global, professional market.

## Catalog Course Description:

An introduction to typography as both language and tool, one through which a graphic designer can communicate visual hierarchy, verbal information, form, and meaning. This course explores type design, the study of letterforms, an introduction to the historical and modern development of the alphabet, and the study of grid structures. ART 101 and ART 121 and GDES 110 or COMM 110.

Co-requisite: GDES 115 or ART 115.

## Course Learning Outcomes:

Upon successful completion of the course, students will be able to:

Course Learning Outcomes (CLOs)	Course Goals
Apply basic typographic and principles of design to resolve their creative projects.	Understand and apply basic typographic and principles of design to support creative goals.
Conduct basic project research, theory research, and to write research summaries.	Introduce students to basic project research, theory research, and writing research summaries.
Identify type terminology and skillfully render various type styles to record in their process book.	Students will learn the anatomy of letterforms as well as how to hand render type.
Understand significance of history and theory and apply to their work.	Students will be introduced to the history of type and its importance in visual communication.
Effectively present various solutions within the typographic rules and guidelines.	Students will learn to select appropriate typeface to enhance the communication along with the development of the visual and structural hierarchy.
Recognize and implement type characteristics offered in a type family in a body of text to effectively communicate.	Identify and distinguish typeface families and its characteristics / classifying variations of width, weight with in a family.
Present their work, following specifications, meeting deadlines and presenting well-crafted work in a professional manner.	Students will understand importance of craft and presentation.
Effectively use and produce work using the Adobe Software.	Students will become familiar with the Adobe Software.

## Course Delivery/Methodology:

For this course we will be meeting in-person two days per week and material will be presented through lectures/videos/readings done ahead of time. Most of the course material/lecture slides/readings will be posted on Moodle, which can be accessed at <https://lms.auk.edu.kw>. All assignments must also be submitted through Moodle. You will be completing the following evaluations for this course: Main Projects, assignments, logbook, group work, quizzes, etc.. To successfully complete this course, you must [complete readings ahead of time, upload work process regularly on the critique forum, actively participate in class discussions and critiques, etc. by the posted due dates and times.

## Concept Development & Visual Exploration

Did the student research the subject matter and explore more than one solution in the planning stage? Did the student follow all steps identified in the assignment directions and show work at all critiques? Is the solution unique and well developed? Was there a thorough process of research, investigation, and extensive studies done prior to the final work? Is the solution beyond the obvious and the clichéd?

## **Clarity of Intention & Content Quality**

Did the student solve the creative problem(s)? Is the message and content clear, readable, and effective? Did the student challenge himself/herself? Have the audience, client, and market been considered?

## **Student Work Performance**

Are the creative principles covered in the class used effectively? Did the student fill the picture plane? Did they follow the directions, meet the deadlines, and participate in critiques?

## **Deadlines, Presentation and Critique**

Did the student present his or her work to the class on the due date? Did the student clearly present his/her objectives to the class during critique? Is the assignment clean and neat? Is there an overall attention to detail? Is the presentation of the work professional and reflect an overall pride and commitment to the project?

## **Required Textbook/Required Readings:**

Thinking with type: a critical guide for designers, writers, editors, & students, Ellen Lutpon, New York, Princeton Architectural 2010.

You are also required to read different articles which are posted on Moodle and the order in which we will cover the readings are available on the course schedule.

## **Recommended/Supplemental Software/Material/Readings:**

Adobe TV: <http://tv.adobe.com/>

- i. Adobe Illustrator CC: <https://helpx.adobe.com/illustrator.html>
- ii. Adobe Photoshop CC: <https://helpx.adobe.com/photoshop.html>
- iii. Adobe InDesign CC: <https://helpx.adobe.com/indesign.html>

## **Reference – Image Download Resource**

1. Getty Images: <http://www.gettyimages.ae/>
2. Adobe Stock: <https://stock.adobe.com/>

## **Reference – Font Download Resource**

1. Adobe Type Kit: <https://typekit.com/fonts>
2. My Fonts: <http://www.myfonts.com/>
3. More font foundry index can be found in the following URL:  
<http://www.howdesign.com/resourceseducation/production/type-index/>
4. Arabic fonts: Grapheast - <http://www.grapheast.com/ge-fonts/>

## Evaluations and Grading:

Evaluation Type	Weight	Link to CLO
Participation	10%	CLO1, CLO2, CLO4, CLO7
Critique	10%	CLO1, CLO2, CLO4, CLO7
Project One (P.1)	15%	ALL
Project Two (P.2)	15%	ALL
Project Three (P.3)	15%	ALL
Project Four (P.4)	15%	ALL
Assignments, Quizzes	15%	CLO1, CLO2, CLO5, CLO7, CLO8
Logbook	05%	CLO3, CLO6, CLO7
<b>Total</b>	<b>100%</b>	

## Evaluation Standards/Criteria:

Work assigned during the semester will be based on the techniques and principles demonstrated and discussed in class. There will be class time to work on some of these assignments, but students will be expected to work several hours a week outside class time to complete the projects. All assignments will be graded on the following criteria. These criteria will together make up your final grade:

a) **Sketchbook Process**

Includes demonstrated process of idea development, research, type/image studies, concept development, quantity and quality of sketches. At the end of the semester, you will submit all project sketches, refinements, notes, in chronological order of assignment / process (size A4)

b). **Thumbnailing, Concept Development & Visual Exploration**

Ideation, transformation, exploration & implementation, feedback & reflection, revisiting, reshaping & modification. Comprehension of problem, originality of solution, appropriateness of solution, typography, visual invention, visual aesthetic, application/translation of concept, followed by the assignment sheet or instructions given in class.

c). **Test-Lab (Concept Refinement)**

Further work enhancement, reflection, revisiting, reshaping & modification to the developed comprehension of problem, further refinement and enhancement to application/translation of concept. Self-critique, Final work review, Final work comparison; mirroring market research. Testing functionality and aesthetic level according to work relevance – how applicable is outcome to audience?

d). **Creative Thinking**

Exposure to typographic knowledge; understanding and developing work according to research & practice - readings and tutorials on how to produce work through the use of simple yet creative typographic design, bilingual communication and legible/readable texts.

e). **Classroom & Critique Participation**

Failure to follow project instructions, lack of required elements, typographical errors, lack of attendance, missing deadlines, lack of critique participation etc., will result in point deductions specified for each project.

**Logbook:** Collection of any type of your own explorations related to the course (sketches, typography-heavy artwork, typographic illustrations etc.). You can score up to 5% on your logbook. Students with exceptional/original Logbooks will receive bonus marks; this depends on your collection, presentation of work, layout design, captions - explaining reasons for artwork selections.

**Client Session:** Get ready for real-life design industry exposure; students will be given a task to carry, an extra-credit project on a relevant topic. Students will work in teams – to represent an envisioned design agency and complete the given task. They will later meet up with a client to show and discuss the work as well as convince them of the work produced. Either the client hires the agency/team or simply walks away – professionally challenging, yet fun!

**Critique Forum:** Students must upload before each deadline. For example, if the upload deadline for a critique session is 11:45am, students are instructed to upload before the scheduled time. After-class uploads will not be graded nor considered. Students who submit minutes after the deadline will get the chance to show their work but will lose 50% of their overall critique session marks.

Critiques	Weight (10%)	Dates
P_1X	1%	Tuesday, 8 <sup>th</sup> March 2022
P_1Y	1%	Tuesday, 15 <sup>th</sup> March 2022
P_2X	1%	Tuesday, 29 <sup>th</sup> March 2022
P_2Y	1%	Tuesday, 5 <sup>th</sup> April 2022
P_3X	1%	Tuesday, 19 <sup>th</sup> April 2022
P_3Y	1%	Tuesday, 26 <sup>th</sup> April 2022
P_4X	1%	Tuesday, 17 <sup>th</sup> May 2022
P_4Y	1%	Tuesday, 31 <sup>st</sup> May 2022
Final Critique	2%	TBA

In Critique X, feel free to show/discuss **any** of the **drafts** for the following:

- a. Research & Inspirations
- b. Thumbnailing & Concept Development, Visual Exploration.

In Critique Y, feel free to show/discuss **any** the **drafts** for the following:

- c. Test-Lab, Design Rationale
- d. Final Artwork, Mockups

**NO GRADE IS GIVEN TO A PROJECT/ASSIGNMENT WITHOUT SEEING DETAILED PROCESS AND RECORDS OF RESEARCH AND IDEATION IN THE PROCESS. PROCESS SHOULD BE DOCUMENTED USING VECTOR-BASED ARTBOARDS, SCREENSHOTS AND SHOULD BE SEEN IN CLASSROOM.**

### **AUK Official Grading Scale:**

<b>Letter Grade</b>	<b>Percentage</b>	<b>University Points</b>
A	94-100	4.0
A-	90-93	3.7
B+	87-89	3.3
B	84-86	3.0
B-	80-83	2.7
C+	77-79	2.3
C	74-76	2.0
C-	70-73	1.7
D+	67-69	1.3
D	64-66	1.0
D-	60-63	0.7
F	0-59	0.0

### **AUK Attendance Policy:**

Any student who misses more than 15% of class sessions of any course during a semester should expect to fail, unless she/he submits documented evidence to the course instructor of inpatient medical care, death of an immediate family member, academic instructional activities, or national athletic activities. If excused, students are required to satisfy all coursework due or assigned during their absence as determined by the course instructor. If a student does not submit documented evidence for her/his absence exceeding the limit, it is the student's responsibility to withdraw from the course by the specified deadline, as indicated on the academic calendar. Students who withdraw from a course receive a grade of "W". Students who do not withdraw from a course nor submit supporting documents for excessive absences will receive a grade of "FN" (failure for non-attendance).

### **Code of Academic Honesty and Integrity:**

Upon admission to the American University of Kuwait, students agree to act responsibly in all areas of academic, personal and social conduct and to take full responsibility for their individual and collective action. Such regulations are found in the American University of Kuwait Catalogue, Student Handbook, and the AUK website at [www.auk.edu.kw](http://www.auk.edu.kw). Any question of interpretation regarding the code of academic honesty and Integrity shall be reported to the appropriate academic dean. The Code shall be reviewed annually at the discretion of the academic deans. Any student or student organization found to have committed the cited violations or misconduct, either on or off campus, is subject to the disciplinary sanctions outlined in adjudication procedures.

### **Plagiarism:**

The term "plagiarism" includes, but is not limited to, an attempt of an individual to claim the work of another as the product of his or her own thoughts regardless of whether that work has been published. Plagiarism includes, but is not limited to, quoting improperly or paraphrasing text or other written materials without proper citation on an exam, term paper, homework, or other written material submitted to an instructor as one's own work. Plagiarism also includes handing in a paper to an instructor that was purchased from a term paper service or downloaded from the Internet and presenting another person's academic work as one's own.

## **Plagiarism in Design:**

Plagiarism includes more than just "copying and pasting". Any time you use content that is not your own, you need to give credit to the original creator by referencing the work. This doesn't just include text; you need to cite images, figures, ideas, and more.

Plagiarism includes "copying an image or portions of an image from the Internet or from classroom resources without permission or proper acknowledgment." Of course, plagiarism also includes copying, in part or whole, copyrighted images **or** work that belongs to another artist, copyrighted or not. We welcome inspiration from other works, but it is important to create our own work "from scratch." We are allowed to practice tracing the structure/outline of a piece of work, but that should only be for a practicing purpose in the initial stage of the project. The work should develop and progress throughout the design development stage and the initial structure will change according to the feedback received from critique sessions, self-reflection and your professor's ongoing support and directions.

Graphic designer Jacob Cass brings up some interesting points in his article "[Graphic Design Rips Offs or Inspiration?](http://justcreativedesign.com/2008/02/20/graphic-design-plagiarism-rip-offs/)" (<http://justcreativedesign.com/2008/02/20/graphic-design-plagiarism-rip-offs/>)

## **Cheating:**

The term "cheating" includes but is not limited to, copying homework assignments from another student; working together with another individual on a take-home test or homework when not approved by the instructor, looking at and/or copying text, notes or another person's paper during an examination when not permitted to do so. Cheating also includes the giving of work information to another student to be copied and/or used as his or her own. This includes but is not limited to giving someone answers to exam questions either when the exam is being given or after having taken an exam; informing another student of specific questions that appear or have appeared on an exam in the same academic semester; giving or selling a term paper, report, project or other restricted written materials to another student.

## **Academic Support:**

Learning Support Services focuses on empowering students to become independent and successful learners by developing their literacy skills, enhancing their understanding, and helping them improve their academic and study skills. Learning Support Services is comprised of two centers: the Tutoring Center and the Writing Center. The Tutoring Center provides free academic support in various subjects to AUK student. Email: [tutoringcenter@auk.edu.kw](mailto:tutoringcenter@auk.edu.kw).

The Writing Center provides multilingual support (English, Arabic, French, and Spanish) through individual or small-group consultations. Email: [writingcenter@auk.edu.kw](mailto:writingcenter@auk.edu.kw)

## **Disability Accommodations:**

AUK provides equal and inclusive educational environment in order to enable all students to meet and perform requisite academic standards and to participate in the opportunities and activities of its community. If you believe you can benefit from accommodations for a learning, physical, or mental health disability, [click here to book a session through the Counseling Center/Disability Services Booking Page](#), to ask about disability services at AUK, initiate an accommodation plan, or receive disability services. You can also email [counseling@auk.edu.kw](mailto:counseling@auk.edu.kw) if you need assistance in booking a session.

## Course Policies/Student Responsibilities:

I'd like to remind you of the following etiquette, especially for virtual classrooms and discussions:

Be mindful of everyone's privacy. Taking videos or pictures of the class sessions is both inappropriate and in violation of the AUK Code of Conduct. As you would in class, be respectful of other people's opinions and allow them to complete their sentences before you jump in. Mute your microphone when you are not speaking, and try to reduce, as much as possible, external noise. Choose the right background and dress appropriately so you are not in violation of the dress code. Be straightforward and brief when possible, to allow everyone a shot at interacting. Request separate meetings with your professor if you wish to discuss something outside of the current discussion, in order to help everyone stay focused. **And remember to keep your camera turned on during class. It is a requirement for attending online classes at AUK. See more eLearning guidelines here.**

## Late and Missing Work Policy:

Late assignments will be marked down as follows:

1 Day Late	-2.5%
2 Days Late	-5%
3 Days Late	-10%
4 Days Late	-15%
6 Days Late	-20%
1 Week Late	0%/ F

Other criteria may apply depending upon the project. Failure to follow project instructions, lack of required elements, spelling errors, typographical errors, etc., will result in point deductions specified for each project.

## Make-Up Work Policy:

If you miss a critique/submission/presentation due to an illness, or a family circumstance (God forbids – death in the family), the student will be allowed an extension. An extension can only be granted if a student provides a medical report and/or a copy of a death certificate. The student will therefore be allowed to re-submit and deliver their missed critique/presentation during a scheduled one-on-one meeting. If a student – God Forbids – gets tested positive Covid-19 and unfortunately was not able to submit assignments/projects nor deliver their critique/presentation on time, they will have to provide a PCR report in order to get an extension. The same Make-up Work Policy applies here as well – as indicated earlier.

## Communication Policy:

Please be sure to use your official AUK email account, write your full name, and indicate which class and section you are taking **GDES 221 – 02, Typography 1** when you send me an email. If you have a question, please check the syllabus first and if your question is not answered there, then please feel free to send an email and I will be happy to clarify. I respond to questions via email or posted on the Q&A forum (on Moodle) within 24 hours of receiving them; if I do not respond within 24 hours, please re-send the email. Please note I normally respond during these working hours: M: 12PM-2PM, UT: 3:15PM - 4:15PM. Emails sent on weekends will be



responded to on Sunday. Please approach me if you are confused, lost or had misunderstood an assignment. It is important that you approach me early, do not leave yourself till the very last minute. Feel free to approach me and discuss any concerns and we'll make sure to overcome any challenges/confusion or misunderstanding – to resolve any issues that were encountered along the way.

### Technology Issues:

All assignments must be submitted through Moodle. The main four projects (P.1, P.2, P.3, P.4) however, should be uploaded on One-Drive and a word document with the download link should be uploaded onto Moodle.

However, you may experience trouble submitting an assignment due to technology or internet issues. If such a situation does arise and you are unable to submit your assignment through Moodle, please send me an email at [fdhawi@auk.edu.kw](mailto:fdhawi@auk.edu.kw) and include the **completed** assignment. Please make sure that you email me the assignment **before** the deadline as this documents that you did finish everything by the due date and time, but that you just had a technology issue. This will ensure that your assignment will be accepted, and you will not [receive a late penalty/get a 0, etc.]. Once the technology or internet issue is resolved, please upload the assignment to Moodle. In general, always be sure to frequently save your files and keep backups of your assignments.

### Course Schedule:

Week	Topic	Assignments and Readings
1 9 <sup>th</sup> – 17 <sup>th</sup> February 2022	Course Introductory <b>Course unit, material and resources</b>  Watch: Intro to Typography: <a href="https://www.youtube.com/watch?v=sByzHoiYFX0">https://www.youtube.com/watch?v=sByzHoiYFX0</a>  Watch: Ultimate Guide to Typography: <a href="https://www.youtube.com/watch?v=yAuUDyUC-GM">https://www.youtube.com/watch?v=yAuUDyUC-GM</a>	Syllabus review, art supplies, course unit, material and resources
2 20 <sup>th</sup> – 24 <sup>th</sup> February 2022	<b>Lecture:</b> Introduction to Typography: An Element of Design  <b>Lecture:</b> History & Evolution of Typography  <b>P.1: Intro to Project One</b> <b>Lecture:</b> Show Previous Projects: Student Examples	<b>Discussion: Observations of what students noticed in the difference between Typography, Lettering, Calligraphy and Type Design.</b>  Assignment One (A.1) Submit next class. Workbook One (W.1): Submit next week. <u>Read pp 13-26</u>
3 27 <sup>th</sup> – 3 <sup>rd</sup> February 2022 March 2022	<i>National &amp; Liberation Days (Break)</i>	

<p>4 6<sup>th</sup> – 10<sup>th</sup> March 2022</p>	<p><b>Lecture:</b> Latin Script Reform <b>Lecture:</b> Arabic Calligraphy: <i>Guest Lecturer: Jassim Al Naserallah</i></p> <p><b>P_1X Critique Forum</b></p>	<p><b>Discussion: What is the difference between a typeface and a font?</b></p> <p>Assignment Two (A.2) Submit next class. <u>Read pp 27-35, Learn: pp 36-39</u></p>
<p>5 13<sup>th</sup> – 17<sup>th</sup> March 2022</p>	<p><b>Lecture:</b> Intro to Letter Anatomy: Anatomy: Size &amp; Scale <b>Lecture:</b> Type Classification &amp; Type Families</p> <p><b>P_1Y Critique Forum</b></p>	<p><b>Discussion: What does ‘script style’ mean?</b> Discussion: Why are typographic scales different from typographic systems?</p> <p><i>No class on Monday</i> <b>Quiz One (Q.1)</b> Workbook Two (W.2): Submit next week. <u>Read pp 46-51</u></p>
<p>6 20<sup>th</sup> – 24<sup>th</sup> March 2022</p>	<p><b>Lecture:</b> Capitals &amp; Small Capitals / Mixing Typefaces <b>Lecture:</b> Numerals, Punctuations &amp; Ornaments. <i>Featuring the book ‘in the land of punctuation’ by Dr. Rathna Ramanathan.</i></p> <p><b>P_1Z Final Submission &amp; Critique</b> <b>P.2: Intro to Project Two</b></p>	<p><b>Discussion: How important is bilingual communication in the age of globalization?</b></p> <p><u>Read pp 52-63</u> Workbook Three (W.3): Submit in two weeks.</p>
<p>MIDTERM WEEK 7 27<sup>th</sup> – 31<sup>st</sup> March 2022</p>	<p><b>Lecture:</b> Lettering &amp; Typeface Design <b>Lecture:</b> Font Formats &amp; Licensing</p> <p><b>P_2X Critique Forum</b></p>	<p><b>Discussion: How can we fight font piracy?</b> <i>Guest Lecturer: Mourad Boutros.</i> <u>Read pp 64-77, 80-83</u></p>
<p>8 3<sup>rd</sup> – 7<sup>th</sup> April 2022</p>	<p><b>Lecture: Space:</b> Kerning &amp; Tracking <b>Lecture:</b> Line Spacing, Leading &amp; Alignment</p> <p><b>P_2Y Critique Forum</b></p>	<p><b>Quiz Two (Q.2)</b> <u>Read pp 102-105, 108-117</u></p>
<p>9 10<sup>th</sup> – 14<sup>th</sup> April 2022</p>	<p><b>Lecture:</b> Vertical Texts, Paragraphs, Capitals &amp; Captions <b>Lecture:</b> Hierarchy <b>P_2Z Final Submission &amp; Critique</b> <b>P.3: Intro to Project Three</b></p>	<p><u>Read pp 118-147</u></p>

10 17 <sup>th</sup> – 21 <sup>st</sup> April 2022	<b>Lecture:</b> Display Text <b>Lecture:</b> Type Scales <b>P_3X Critique Forum</b>	Workbook Four (W.4): Submit next week.
11 24 <sup>th</sup> – 28 <sup>th</sup> April 2022	<b>Lecture:</b> Typographic Compositions <b>Lecture:</b> Typographic Systems  <b>Typography Class Assignments</b> <u>Arabic Calligraphy Brush &amp; Posters</u> Monogram, Zodiac, Lyrics Design <b>P_3Y Critique Forum</b>	<b>Quiz Three (Q.3)</b> <b>PRACTICAL</b>
12 1 <sup>st</sup> – 5 <sup>th</sup> May 2022	<i>Eid Al Fitr / Break</i>	
13 8 <sup>th</sup> – 12 <sup>th</sup> May 2022	<b>Lecture:</b> GRID: As Frame, Program & Table <b>Lecture:</b> GRID: Golden Section  <b>P_3Z Final Submission &amp; Critique</b> <b>P.4: Intro to Project Four</b>	<u>Read pp 151-160</u> <u>Read pp 161-173</u> <u>Read pp 174-193, 194-201</u>
14 15 <sup>th</sup> – 19 <sup>th</sup> May 2022	<b>Lecture:</b> GRID: Types of Columns 1 <b>Lecture:</b> GRID: Types of Columns 2  <b>P_4X Critique Forum</b>	Workbook Five (W.5): Submit after break.
15 22 <sup>nd</sup> – 26 <sup>th</sup> May 2022	<b>P.4 PRINT DEMOS</b> <b>Logbook Final Submission</b>	<b>Quiz Four (Q.4)</b>
16 29 <sup>th</sup> – 2 <sup>nd</sup> May 2022 June 2022	<b>P.4 PRINT DEMOS</b>  <b>P_4Y Critique Forum</b> <b>Logbook Late Submission (-20%)</b>	
EXAM WEEK  5 <sup>th</sup> – 9 <sup>th</sup> June 2022	<b>FINAL</b> <b>P_4Z Final Submission &amp; Critique</b>	

## **Syllabus Changes:**

There may be changes to the schedule and syllabus during the semester. When this happens, I will inform you in class and over email.

## **Submission Folders**

**This applies to the four main projects; please follow the following instructions:**

Submission folder should have your name, ID and project number.

**Example: Ahmad Khalid S000012323,P2**

Inside, your submission folder, you should include five subfolders:

- a. **Research & Inspirations**
- b. **Thumbnailing, Concept Development, Visual Exploration**
- c. **Test-Lab, Design Rationale**
- d. **Final Artwork, Mockups**
- e. **Final Presentation Slides**