



**DESIGN**

**PROCESS**

**CHEATSHEET**

Most designers map out their design process in a pretty PDF, thinking they will refer to it again and again. The problem is that PDF's usually get forgotten and just sit gathering dust in a folder on your laptop.

You DO need to map out your design process, but you need to map it out somewhere you'll see it again and again.

## YOUR HOMEWORK

---

Map out your design process in a new, blank project in Asana (or another project management tool you prefer) and name it 'Project Template'. Every time you start a new project, you can simply duplicate this template project so you don't have to write out your tasks/process again.

**Having a template of all the tasks you and your client need to achieve throughout the project will make sure you never miss anything out.**



Below are the tasks you can include in your brand and web design projects.

This is just a basic outline of what your design process should go like. If your process requires more steps or includes more services or revisions, add them!

All the tasks below are colour coded so you know which tasks should be assigned to you, and which tasks should be assigned to your client.

## COLOUR CODE

---

-  Your tasks
-  Your client's tasks

# THE STEP-BY-STEP DESIGN PROCESS

---

## Pre-work

- Create a Pinterest board and fill it with visual inspiration
- Fill in your design questionnaire
- Upload your website content (text + photos) to Asana
- Schedule a consultation so we can discuss your homework and you can ask any last-minute questions you have. *[I use Acuity Scheduling to schedule client meetings.]*

## Branding

- Create moodboard (This will include the colour palette and aesthetic of the project.)
- Complete 1 moodboard revision
- Create 3 'main logo' concepts
- Complete 'main logo- revision 1'
- Complete 'main logo- revision 2'
- Create brand board with all other brand elements on it (logo variations, sub marks, fonts, patterns, email signature and any other branding included in the project.)
- Complete 'brand board- revision 1'
- Complete 'brand board- revision 2'
- Create social media branding
- Complete 'social media branding- revision 1'
- Complete 'social media branding- revision 2'

## Website Design

- Create wireframes of each page. *[You can use a wireframing tool like Invision App.]*
- Complete 1 revision round for wireframes

- Design the homepage in Photoshop or Illustrator, save and send to the client for approval. No need to design all the other pages- you and the client already know what the layout of these pages will be thanks to your wireframes. They will simply follow the same design style as the homepage when it's time to create the live site.
- Complete 1 revision round for the homepage mockup.
- Create the live website, including all other pages.
- Complete 1 revision round for the live website.

## Final Stages

- Final payment due
- Send final files, hand over the website and ask the client to book a complimentary 30 minute training session with you so you can teach them how to use their new brand files and website! [Brownie points if you give your client access to a client portal filled with tutorials, resources and answers to common questions you get after the completion of projects.]
- Schedule 30 minute training session
- Complete the training session and ask for a testimonial during the session. It's harder for client's to forget when you ask them face-to-face.

## WANT TO LEARN MORE ABOUT THE DESIGN PROCESS?

.....

This cheatsheet is from my course, [Organize & Automate](#). In the course, we dive deep into the design process. You'll learn how to streamline your client onboarding and offboarding process, how to use Asana to manage design projects, how to streamline your workflow in Adobe Illustrator and more!

[Enroll here](#) or [sign up for a free course preview here](#).