

Research - *from Group A & B*

Why Would You Want To Do Research?

- background information, history of company
- previous styles, colours, etc.
- visual reference
- client preferences
- general ideas & knowledge
- design process
- competitors
- how the company wants to be portrayed
- expand on already existing ideas
- how does the client see themselves in the future
- get the right design the first time
- communicate efficiently and effectively
- research international, national and local styles
- to know market
- different art styles and how they are applied
- company's style
- know your product
- accurate understanding
- know the target market
- assess all your options
- more research = more ideas
- compare past designs to be consistent or more creative
- to understand company and the competition
- to brainstorm ideas
- to add to your own personal portfolio
- to show your dedication & ideas, impress your client
- to better yourself as a designer
- to know what looks good
- think outside the box
- research other cultures
- help plan final product
- research art styles
- to make sure you are not copying an idea
- make an idea stand out
- to better explain and sell yourself
- research colours, typography, images etc.

Sources

- internet
- stock photography
- similar companies, competitors
- magazines, posters, newspapers, books
- customer surveys, interviews
- photos, take reference shots
- other designer's work
- pre-existing material
- public, word of mouth
- morals and values of company
- sketches, thumbnails
- brainstorming groups
- talk with target audience
- museum, library
- tv, cds, games, t-shirts
- meet with client