



Design Concepts

aka Painting with Pixels

Design concepts are mockups of the prominent screens in the end product.

OWNER:



DESIGNER

CONTRIBUTORS:



CREATIVE LEAD



USER EXPERIENCE ARCHITECT



CONTENT STRATEGIST

DESCRIPTION:

Design concepts bring together information architecture and all visual exploration work (moodboards, concept sketches, etc.) into mockups that closely mimic the final product. They allow the client to see how the final product will look and ensure everyone is aligned on visual direction.

Typically two or three concepts are presented to the client, exploring a range of visual styles as well as options for how to approach the treatment of content through photography and typography.

SPECIAL CONSIDERATIONS:

- Give the internal team a chance to weigh in on interactions, functionality, and content before presenting to the client.
- When presenting design, reference project goals and explain how design elements achieve those goals.
- Think about ways to emulate the final product environment. For example, you may want to have laptops, tablets, and/or mobile devices available.
- When possible use real or close-to-real content in mockups.

LOCATION IN THE PROCESS:

