1. Identify the audience, problem, and communication goals by creating a scope document, abbreviated **GACMIST**, that specifies the following:

**G**: **Goal**—the goal is to produce a poster that will grab the attention of college students and educate them on the need for having an online portfolio.

**A**: **Audience**—college students.

**C**: **Concept**—the concept for this poster is based on the portfoliovillage.com Web site, which explains why a college student needs an online portfolio.

**M**: **Messages**—the messages and copy will be provided, but I will be able to add or eliminate copy based on design purposes. The main message is that everyone needs a professional portfolio.

**I**: **Images**—some suggestions of imagery for a college-based online portfolio include college students, a portfolio, a laptop or computer, and postmodern graphics.

**S**: **Style**—the style of this poster should be hip, fresh, and very edgy and graphic, with bright or muted colors—something that will stand out to both average and more artistic college students.

**T**: **Theme**—the theme of the poster is based on new and exciting tools available to a college student.
2. Research the audience and the medium to clarify themes and output specifications. Gather information to be used in the conceptualization and creation of the work.

In order to create a poster that will attract college students, I began by considering the colors, symbols, and fonts that are associated with young students. Once I started researching magazines and advertisements targeted to this audience, I noticed edgier graphics, the nontraditional placement of images and words, bright colors, line art, and so on.

3. Use concentric circles to identify keywords from which themes may emerge. These themes will lead to the emotional center of the product or idea. Ask your client, research subjects, and yourself, “What will make people respond?”

![Concentric circles](image-url)

**FIGURE A1-1** Concentric circles help identify themes.

4. Conceptualize on paper using outlines, flowcharts, sketches, storyboards, and integrated site maps to connect the concept and theme. Brainstorm using divergent (nonlinear) thinking to find creative solutions first; then use convergent (linear) thinking to solve process problems. Use thumbnails to rough out possible creative directions.
5. Create simple solutions in the form of visual comps, prototypes, and treatments using digital design tools.
6. Revise by filtering, simplifying, and justifying the work.

![Image](image_url)

**Figure A1-4** The final designs represent simpler solutions.

7. Evaluate the design against the communication goals and scope document to measure your success and make recommendations for future updates.

Have the visual communication goals been achieved in the final piece?

Goals:

- Use of Line Art
- Use of Graphic Images
- Use of Photo or Graphic of a Portfolio
- Use of Edgy Fonts
- Use of Color
- Inclusion of Information to Attract the College and Designer Audience