

Interpretive Design Steps

The steps involved in creating a project:

1

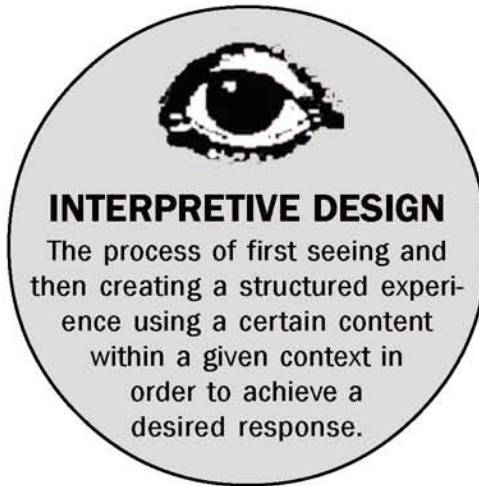
Client /Context

Working with the client to define their objectives and the final situation in which those objectives must be achieved.

2

Experts/Content

Understanding the content to be communicated and looking for the underlying patterns contained within that content.



3

Audience Profile

Identifying the audience and how they can be shown how the content matters to them.

4

Information Structures

Building the underlying structures of meaning within the content that relate to the audience's life.

First Stage

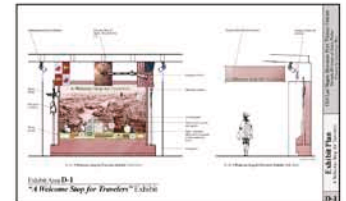
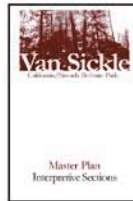
Seeing

Second Stage

Communicating



Sometimes steps 5 & 6 combine into one.



5

Conceptual Design

Showing what the project's solution could be, and building consensus.

6

Quick-Scan Report

Defining objectives, parameters, materials, costs, etc.

7

Preliminary Design

Transforming concepts into possible final forms.

8

Final Design

Generating final working plans to turn concepts into actualities.

Third Stage

Creating



9

Construction, Installation, Implementation

Using specialized skills to make the project real.

10

Evaluation

Asking how well the final result matched the original intention.

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