


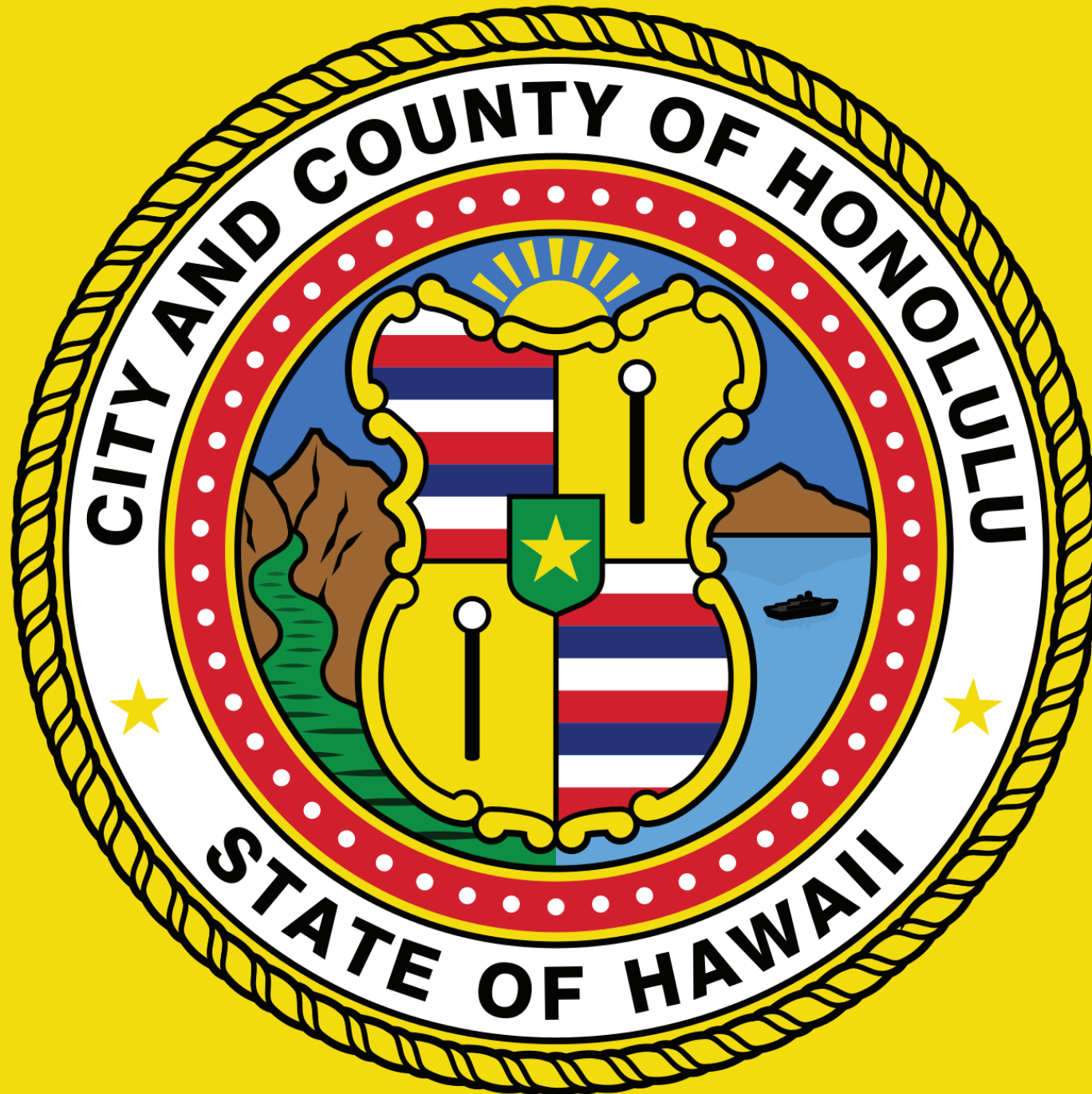
Vexillological Design

A man with a beard and glasses, wearing a blue shirt, is seated at a podium and speaking into a microphone. He is gesturing with his right hand. In the background, several flags are visible, including the flag of the Commonwealth of Massachusetts. The scene is dimly lit, focusing on the speaker.

“I think there’s a pathology
in the love of design that can
be dangerous, but I think that
for the most part it makes
me optimistic.”

ROMAN MARS *Host of 99% Invisible*

[WATCH A VIDEO >](#)





The Design Process

AN OVERVIEW



1

RESEARCH & UNDERSTAND

Gain an understanding of the project, its parameters, timelines, and constraints. Begin researching the city of Honolulu to inform your design outcomes.



2

SKETCH & THINK

Use the sketchpad as a venue for conceptual exploration. Use the information gained in the first phase to fuel ideas while sketching.



3

EXPLORE AESTHETICS

Using ideas uncovered during the sketching phase, begin to explore what the design will look like in their digital forms.



4

REFINE & PRODUCE

Refine and prepare your design files for production. Print and mount them according to the project specs.



