



**INSTITUTE OF DESTINATION ARCHITECTS AND DESIGNERS  
DESIGN PROCESS**

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**CONDENSED DOWNLOADABLE  
OVERVIEW**

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Institute of Destination Architects and Designers. 2003.  
Institute of Destination Architects and Designers Design Process**

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**Area of service associated with Destination Architects & Designers practice; including the creation of the vision for a project through the development of Theme, Entertainment, Attractant and legal documents used to build, install, produce and operate the project in a holistic set of considerations that can be followed in a fairly linear manner, although not necessarily strictly adhered-to.**

**VISUALIZATION - Sketches, storylines , narratives or other media studies through collaboration with artists and potential audiences.**

**DESTINATION STRATEGY - Investigation of branding issues for creating experiences that take into account visitor needs, entertainment content and deeper emotional relationships.**

**DIMENSIONAL MODELING - Scripting of visitor dynamics, clarifying attraction essence and impact on visitor pathways/journeys between planned events/moments and commerce centers/stores.**

**VALUE PROTOTYPING - Defining appropriate simulating methods or approaches to test 3D adventures through mock-ups which helps refine structure, grids, surfaces, textures, patterns, colors and design solutions revealing required adjustments and potentials for cost reduction.**

**FEASIBILITY RESEARCH - Government, financial, marketing, safety, public support for project, critical success issues, environmental and design parameters research.**

**ANALYSIS - Site Location/evaluation, attraction market appeal, target audience, attendance projections, investment value.**

**PROGRAMMING - Goals and parameters are delineated, forecasting, financial studies, process schedule development and project's master planning.**

**CONCEPTUAL STUDIES - Preliminary concepts for the design, generates the destination image appropriate for the project.**

**ATTRACTION DESIGN - Develops the design to a level of accuracy that describes the project; however, the level of information provided during this phase will vary according to the destination. This phase will focus on preparing drawings and scripts/storylines this includes theme/attraction design describing the moments, experience architecture and vacationscape elements that support the project's design intent.**

**SCHEMATIC DESIGN - Conceptual design to a level of detail which allows the determination of materials, spaces and themes, scenography and experience periods are established.**

**DESIGN DEVELOPMENT** - Information generated in previous phases is developed in greater detail and the design will be fixed at this point to allow efficient procedure through the next phase. All concepts and systems will be tested to confirm that preliminary concepts are functional, affordable and buildable. Scope of project is established, project budget and schedule, cost estimates for all of the components.

**FINAL DESIGN** - Covers all project disciplines, technologies and consultants, etc. This is a very interactive process involving experts, specialists, reviews with client and stakeholders at each step of the process to insure meeting all produceable expectations.

**PRODUCTION DOCUMENTS** - Developing all construction documents which are required to implement the project. Includes manufacturing drawings, specifications, and other detailed information. Negotiation and Constructor/Vender Education must be thoroughly coordinated to allow contractors and consultants to provide accurate input to construct the project(s).

**CONTRACT BIDDING** - Issuing drawings and specifications to qualified industries and contractors to obtain bids for the execution of the project(s). Conduct meetings, manage bidding process, clarify questions, review bids, police discrepancies, develop or assist in contractual relationships.

**SYSTEMS & PROJECT OBSERVATION** - Review of all components and equipment proposed for the project. Entertainment and theme installations are observed in operation under the design requirements set forth in the program. Observe the work being done by contractors; advise owners/clients of the quality and consistency of the construction and evaluate conflicts that develop and make the same aware of noticed deviations from the design documents. Identify deficiencies in finished project needing correction. Throughout the process, review requests for payment from selected industry/contractor and advise on performance of work being invoiced.

**CONSTRUCTION MANAGEMENT** - If project plans to involve and use a construction manager (CM), designated Designer/CM meetings will be held to educate an outside (CM) on project goals; if the same is not acting as Designer & Construction Manager i.e., taking responsibility for controlling the installation/construction process.

**OPERATIONAL PLANNING** - Operation, maintenance, procedures and manuals, help establish a program to keep the facility in peak operating condition. Advise which materials and systems that are

**under warranty. Oversight on systems, furniture, fixtures and the movement of all inventory required for operations. Track interactions and locations to allow for efficient and affordable reconfigurations to control expenditures.**

**PROCESS INTEGRATION - Collaboration with marketing groups and external/internal vendors, client, partners to insure ongoing accommodation, communication and opportunities to contribute by management of physical constraints with could obstruct project objectives and destination design dynamics.**

**CREATIVE DIRECTION - Additional features may be required to increase project's viability, at which point will assist in reviewing and reassessing corporate needs including directing multi-task interdisciplinary efforts to deliver the destination design vision to media channels or develop communication and image guidelines.**

**In addition to these outlined services, Destination Design and Coastal Professionals offer other design, research and development services.**

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