# What to do to when you find the information

Make:

## PHOTOCOPY

PHOTOGRAPH

CUT OUT (IF ALLOWED)

BUY THE POSTCARD

## NOTES

SKETCHES

TRACE WITH LIGHT BOX

COPY DIAGRAMS

## SCAN

DIGITAL PHOTOGRAPH  
DOWNLOAD FROM NET -JPEGS

## MARKET RESEARCH

INTERVIEWS

COLLECT EXAMPLES

Processing:

Then undertake your analysis of this information, putting it through the 3-stage test.

What is it?

What does it tell me?

How can I use it?

Remember, if you cannot answer any of these 3 questions, discard the information

Remember, Primary research is always better than secondary

### **Primary Research**

First-hand information which you have collected yourself.

*i.e. photos of a visit you have made*

### **Secondary Research**

Information that has either already been processed or collected by someone else,

*i.e. picture from a website*