

Creative Process

Define

What are the objectives?

problem statement

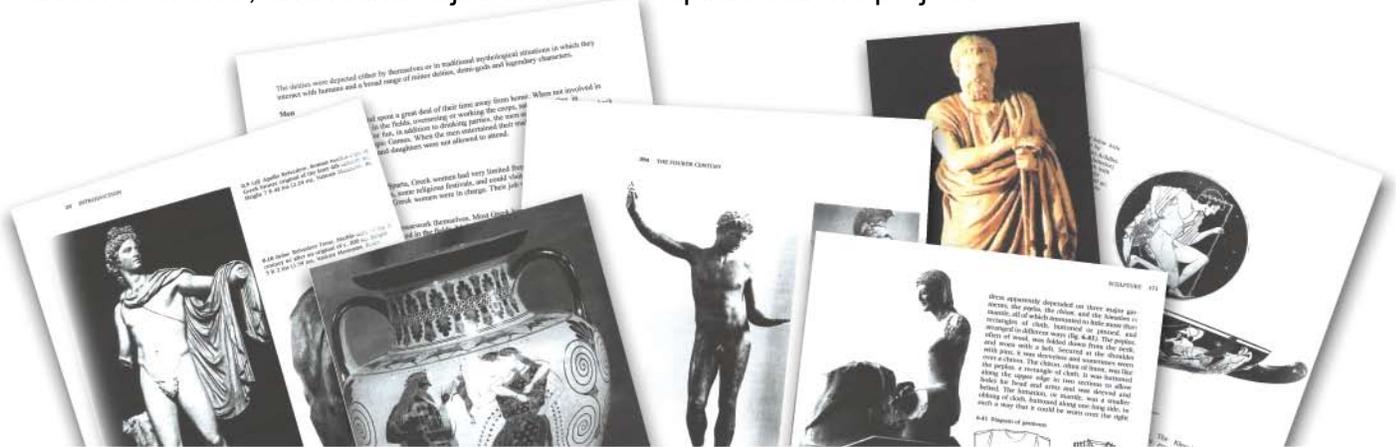


Most objectives are defined for you by the client or problem statement.

You will create other objectives based on your creative wants and needs.

Research

Collect written or visual historical or cultural references. Collect paintings, photos, advertisements, and found objects that are inspirational the project.



Brainstorm

Create many many many ideas, notes, facts, keywords, doodles, sketches, and thumbnails. Did I mention many?



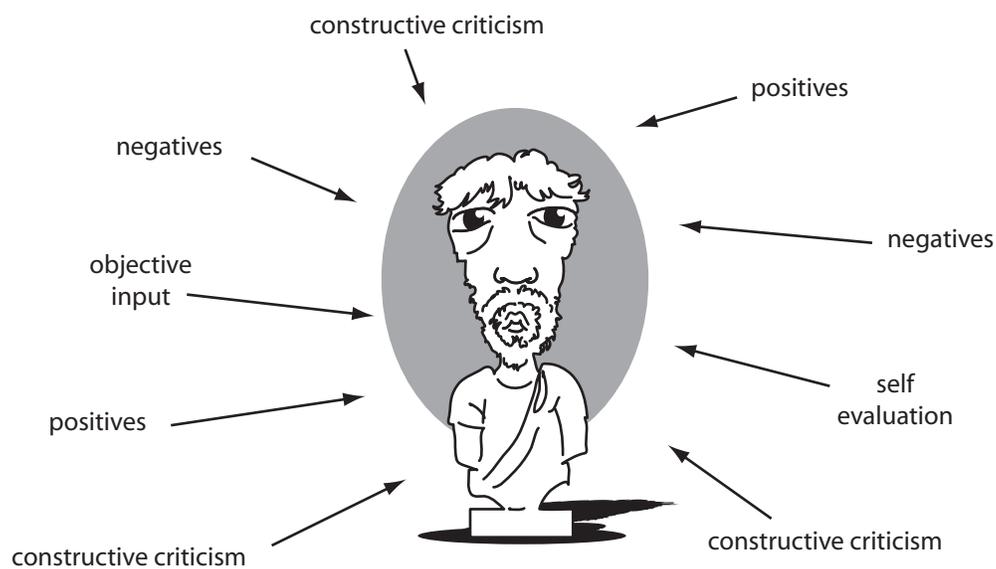
Implement

Refine sketches and ideas, formulate roughs, try many color variations, and create final solution.



Critique

Reexamine the problem. Were the objectives fulfilled?



Recreate or correct the solution based on input received.