

# THE DESIGN PROCESS



## BRIEF

Meetings to discuss the project in detail and clarify any technical issues including objectives, budget, timetable and corporate identity guidelines.

## RESEARCH

Information gathering phase. Research client offering(s) market and competitive landscape. Analysis of goals and objectives of client offering(s) to deliver design and content in an effective campaign.



## VIZUALIZE

Critical thinking phase. Develop conceptual strategy and approach using analysis and conclusions of data gathered. Conceptualize visual presentation methods based upon strengths of client offering(s).



## DESIGN

Articulation phase. Create the visual architecture of the conceptual approach. Explore / develop color, type treatment, look and feel of the design. Present comps and sketches for client review and discussion.



## CREATE

Production phase. Designs created in final format for print production and / or media outputs, online integration or media presentation as needed. Production and delivery of deliverables.

