

Design Process

Plan for success

Define Objectives and Goals

To gain a deeper understanding of the purpose discovering and defining the problem to be solved or goals to achieve helps to move beyond the surface level.

Research

Pinpoint the target audience, their desires, needs and value provided to them by the project. Check in with brand guidelines and branded assets.

Brainstorming

Start mood boarding and generating initial ideas.

Create a Plan

Use the objectives, goals and research to put together a creative plan. The plan should be robust, detailed, and have all the information needed to achieve the vision.

Refine

Refine ideas and confirm with client or stakeholder on design direction. Prepare design for feedback and approval.

Approval and Finalise

Prepare the files in final formats. If printed see print checklist.

Company Name and Industry

Description Request

Objectives and Goals

Purpose of Design/ Problem To Be Solved

Target Audience or ICP (*Ideal Customer Profile*)

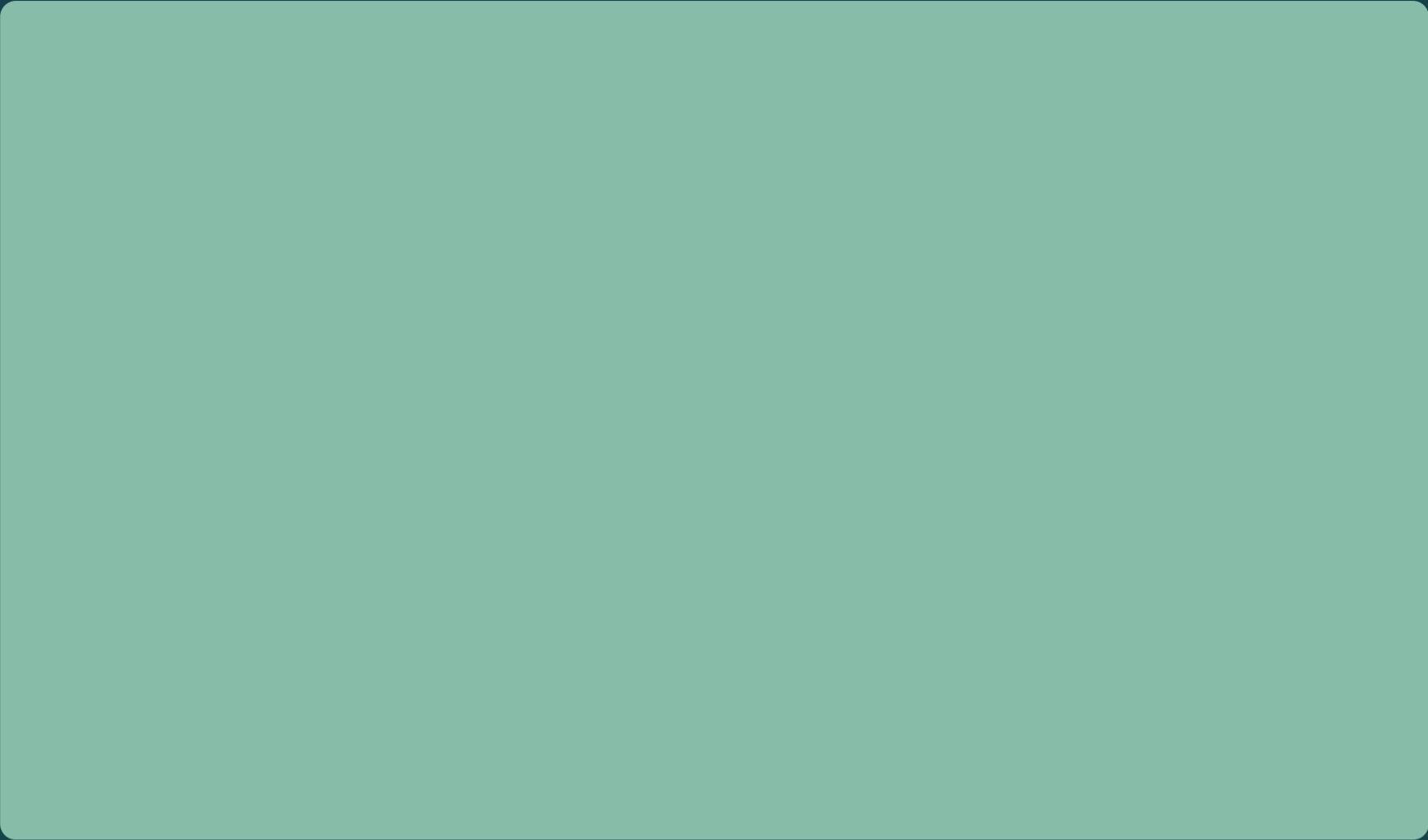
Desired Outcomes

Design Specifics and Formats

Deadlines and Timeline

Examples of Previous Work





Initial Visual Ideas and Concept Exploration

