

# THE CREATIVE DESIGN PROCESS

01



## Creative brief

The most essential aspect of the design process is the creative or design brief. It is the document upon which the final result is based. As a result, it is critical to carefully study the creative brief

02



## Design research

It is recommended that you research different fonts, colours, and designs utilised in business. It is also critical to grasp the client's preferred colour palette, design themes, and imagery, as well as their expectations.

03



## Execution Design

Always begin by sketching out your ideas on paper. This aids in the execution of ideas and the attention to small details and develop a concept and create a unique logo design.

04



## Improve Design

After you have completed the preliminary work, you may begin designing and improve your work. You may play around with various colours, fonts, forms, and angles to create a variety of design variants.

05



## Publication

Present your work to the client to find out if your design is in accordance with his wishes from which several file formats will be supplied.

06



## Feedback

It is critical to get feedback. Once the customer provides feedback on your design, you should be attentive and make the necessary adjustments.

07



## Final Design

Once the modifications have been made and a design choice has been selected, the designer who is providing you with design should provide the final files as quickly as possible, preferably within the specified timeframe.

# Design And The Creative Process Design Concepts

**R Bogdan**



## **Design And The Creative Process Design Concepts:**

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