

Creative process guide

Interview the client; look at trends and competitors. (Listen)

- Ask questions
- Pay attention to verbs and adjectives
- Mission statement, philosophy, history

Decide on the content. (Filter)

- Formulate a specific message.
- What exactly is the message the company/person is trying to convey?

Brainstorm. (Think)

- Find a suitable place.
- Grab your sketch pad.
- Focus clearly on the fundamental idea you want to communicate.
- Ask yourself: How can I help the reader connect to the information?
- Write down ALL your ideas.
- Focus on quantity, not quality.
- Think about and look for visual possibilities.
- Think about and look for verbal possibilities.
- And keep trying.

Find inspiration. (Research)

- Look through books, real-world examples, stock agencies, design blogs, contest winners
 - Look at what is drawn to evoke a specific idea.
 - Pay attention to how the way things are drawn suggest different qualities.
 - Spend some time in the dictionary and Thesaurus.
 - Go to a museum.
 - Look at album covers
 - Take a walk.
 - People-watch.
 - Walk around Wegman's looking at logos and typography.

Sketch. (Experiment)

- Forget your pride.
- Play, explore and doodle!
- Refine, develop and edit.

Seek input. (Duck!)

- Ask for gut reactions.
- Get critiques.

Take a break. (Rinse)

- Step away for as long as you can afford.

Repeat.

- Create an original **wordmark** based on your name or initials.

Brainstorming ideas

- Make a list of 50 questions to ask yourself about the project.
- List stream-of-consciousness thoughts about the project.
- Free associate concepts, ideas, issues related to your subject.
- Imagine the worst possible logo, what would it be? Use this to inspire new ideas.
- Combine two or more of your ideas into one solution.
- Combine unrelated ideas.
- Look for interesting juxtapositions.
- Pick a word at random and force it to connect somehow.
- Distill the fundamental idea or a core philosophy or value into a single word; turn it into a slogan or tagline or visual.
- Think of a metaphor or analogy for your product and use it.
- Define some constraints. Force yourself to work within certain boundaries or rules.

What is a rough?

Usually this refers to a sketch, drawn by hand at smaller than actual size and without actual text. This is designed to major on the major elements, not the details. Use it to work out different ways of arranging the key elements.

What is a draft?

Usually, this refers to a computer designed version at actual size with all key elements on the page, using near-final copy, and with all the details worked out for that line of thinking. (You could make multiple drafts, featuring your best three ideas, for example. But for our in-class critique, bring only your very best one.)