BRIEF

Client needs
Purpose
Target audience
Context
Constraints

RESEARCH
Information is collected for inspiration, investigation and analysis.

GENERATION OF IDEAS
Application of research, information and inspiration when creating design ideas.

DEVELOPMENT OF CONCEPTS
Selection of ideas and development of 2D and 3D visual communications.

REFINEMENT
Modifications and changes in response to feedback and evaluation against brief.

RESOLUTION OF PRESENTATIONS
Presentation of visual communications that satisfy the brief.

DESIGN THINKING
creative, critical and reflective thinking