

# HOW DO YOU DESIGN?



# DESIGN PROCESS

- Creative Brief
- Word Associations
- Mind Mapping
- Visual Research
- Sketching
- Comps
- Layout
- Finish
- Production





# THE CREATIVE BRIEF

**A good creative brief includes:**

- Problem/Objective
- Audience
- Strategy
- Message
- Message Support
- Call to Action
- Mandatories
- Metrics/ROI

The purpose of a brief is to identify the problem and clarify the strategy for solving the problem.

# THE CREATIVE BRIEF

A good creative brief includes:

- **Problem/Objective:** What are we trying to solve?
- **Audience:** Who are the viewers? What are their demographics? Psychographics?
- **Strategy:** What approach to solving the problem will be most effective?  
What is the pain point? Tipping point?
- **Message:** What do we need to say?
- **Message Support:** What proves that the message is right?
- **Call to Action:** What do we want the viewer to do?
- **Mandatories:** What brand logos, colors, elements and information are needed?
- **Metrics:** How will success be measured?



















# **WORD ASSOCIATIONS**

## EXAMPLE CLIENT: CANINE SCRUB



# THE CREATIVE BRIEF

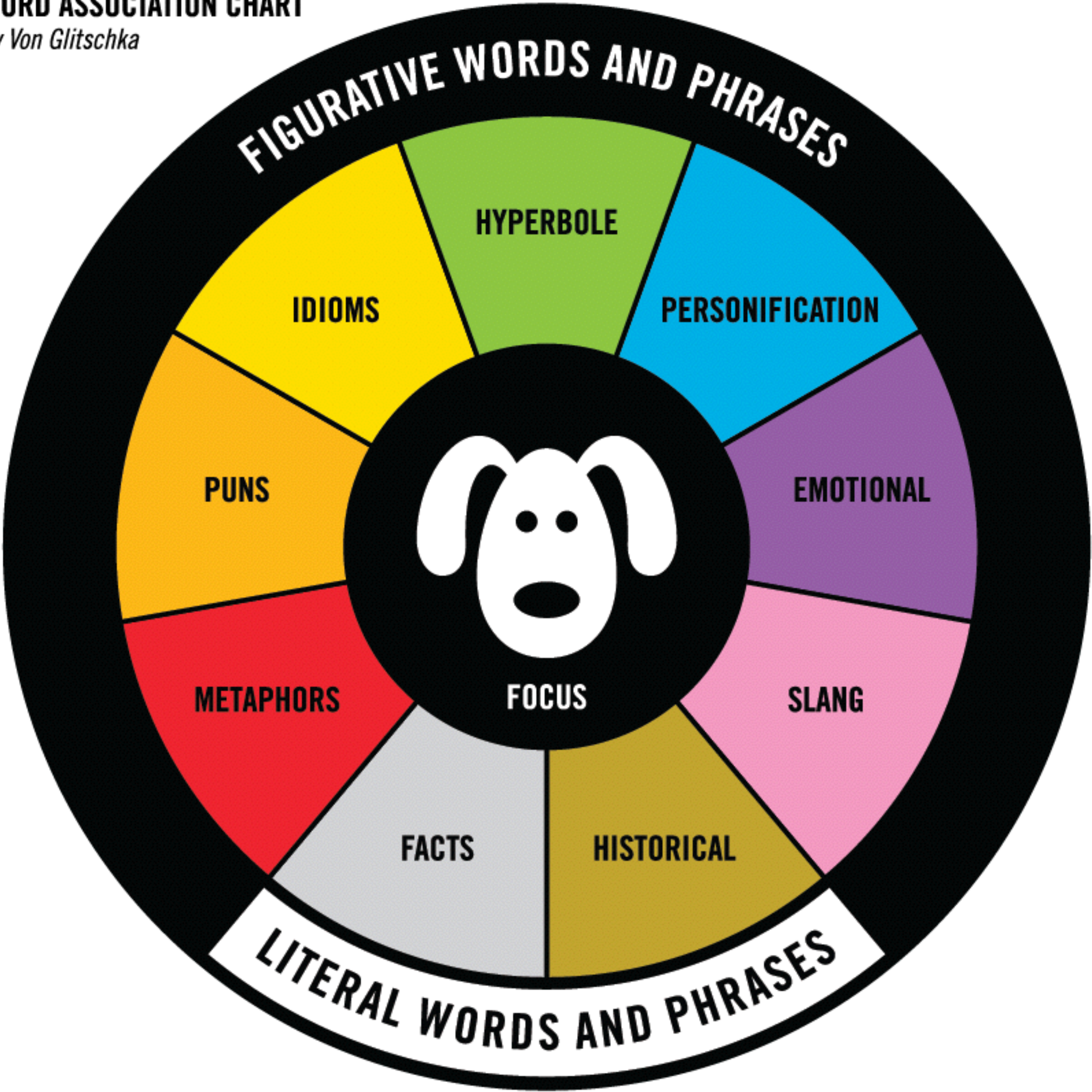
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**WORD ASSOCIATION CHART**

*By Von Glitschka*



**METAPHORS**

You're in the dog house.

**PUNS**

I have a new leash on life.

**IDIOMS**

You can't teach an old dog new tricks.

**HYPERBOLE**

My dog is so ugly his only friend is a cat.

**PERSONIFICATION**

The dog serenaded the moon all night.

**EMOTIONAL**

Doggone it!

**SLANG**

Yo Dog!

**HISTORICAL**

Cerberus the hell hound from Roman Mythology.

**FACTS**

Pet, Leash, Collar, Fleas, Bark, Beg, Roll-Over, Bone.



# **PHYSICAL PROPERTIES**

APPEARANCE / SHAPE / TEXTURE / ODOR  
COLOR & LUSTER / BEFORE-DURING-AFTER



# MIND MAPPING



# VISUAL RESEARCH









