

Creo's Design Process

The Design Brief

Compiled from a Q&A session with the client, a design brief saves everyone time. It helps focus attention on the details that best attract the target audience.

Research & Brainstorming

We spend time reviewing client information and begin the research and brainstorming stage. We take into account client competition, trends in the market, what sets the client apart, the history of the business, the future, the current brand, and the one aspired toward.

Visualisation

Sketching helps generate a strong set of possible directions. Most sketches will eventually be made redundant, but the point is to explore every possible direction before choosing the most effective idea.

Prototype Design

We normally narrow the design focus until we have two strong options for developing to prototype stage. The rendering stage involves taking these options from sketches and transferring them to digital format and preparing the artwork for presentation.

Presentation

The design presentation is supplied as a PDF file, with each concept shown in context, using digital mock-ups. Now it's over to the client to consider the designs and prepare feedback based upon how the ideas relate to the target audience.

Finishing Touches

Following client review, we will either finalise the project, or make any revisions agreed upon. Our main aim is to create a visual identity that works for the respective business, and for many years to come.

Final Artwork

The final Artwork can be scaled to any size without loss of quality and can be used for a wide variety of purposes — company stationery, websites, brochures, sales literature, vehicle wraps, billboard advertising etc.