Client Brief

Research And Idea Development

Brainstorm

And Strategy

Preproduction

Establish;
Creative Direction,
Art direction,
Mock up Design,
Typography,
Copywriting.

Wildfire Process
Designing Effective
Communications
from Scratch.

Draft Client Presentation Confirm Brief is delivered. Pus Feedback.

Production

Polish Design,
Prepare Design to final
confirmed specs,
Manage Photography assets,
Confirm Photography choice,
Tighten Typography,
Polish Copywriting.

Pre-approval
Client Proof and
feedback

Alterations and amendments

Client Approval

Pre-press or Finished art

Check the final specs,
Package and Manage Assets,
Pre-flight design,
Final proof.

Client Sign off

Publish

Send to Printers, Newspapers or Magazine, Go live, Upload to media agency, send to Googleclick

This creative process is common in advertising agencies and design studios. It partners with the client every step of the way. It gives the client a good amount of creative involvement and the designer has the opportunity to explore different approaches.

