

OUR PROCESS

All of the technology that continually expands the capabilities in the design profession doesn't remotely compete with the good old no. 2 pencil. Our creative process will always and forever start on paper. Every idea for every project begins with pencil sketches and goes through a series of important, sequential creative steps before it even meets the computer where it is then refined to perfection.

01 IDENTIFY

Research Market, Define Problem, Outline Project Needs & Limits

We start by emerging ourselves into your company and its culture. We identify creative challenges and goals. With that information, a written creative brief is established.



02 PRELIMS

Brainstorming, Many Quick Pencil Sketches & Visual Interpretation

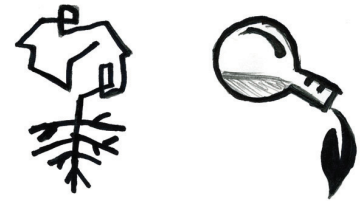
Armed with the end goal in mind, we brainstorm as a team and quickly sketch all of our ideas with a good old no. 2. At this stage, every idea is a good idea.



03 REFINE

Exploration, Marker Comps, Redesign & Evaluation

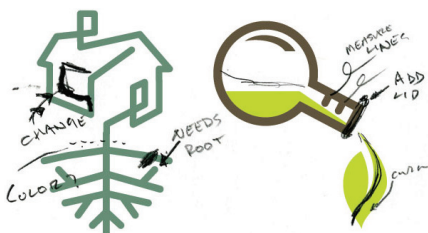
We refine our pencil ideas into tight marker comps. We look at the designs with the most critical eye, making changes and improvements along the way.



04 ANALYZE

Evaluation, Examination & Computer Comps

Only the most promising ideas make it this far. By now, many ideas have been discarded after further exploration. The chosen few are brought to the computer to perfect their visual aesthetics. Here the design begins to come to life with a personality all its own.



05 DECIDE

Compare, Contrast, Select Market Testing & Observation

Client and focus group responses are recorded and considered as we scrutinize the artwork for a final decision.



06 IMPLEMENT

Print, Produce, Market & Examine

The extent of implementation is endless. Everywhere your brand is seen must communicate a clear, clever and cohesive message without growing old. A strong brand will be remembered through its evolution, market & media applications.

