Creative Process of Concept Development

CREATIVE PROCESS WITH EXAMPLES

1. **EMPATHISE**
   - **Goal:** Understand the audience and their needs.
   - **Example:** For designing a fitness app logo, the designer interviews users and finds that they want **motivating, energetic, and modern visuals**.
2. **DEFINE**
   - **Goal:** Clearly state the design problem.
   - **Example:** *"Create a logo for the fitness app that conveys energy, motivation, and simplicity to appeal to young adults."*
3. **IDEATE**
   - **Goal:** Brainstorm multiple ideas and concepts.
   - **Example:** Designer sketches various ideas: dumbbells, running figures, abstract motion lines, or initials of the app in bold, dynamic fonts.
4. **PROTOTYPE**
   - **Goal:** Build rough digital versions of selected ideas.
   - **Example:** Using Illustrator, the designer creates 3 logo mockups:
     - A running figure with gradient colors
     - A bold "F" with motion lines
     - A minimal dumbbell icon with modern typography
5. **TEST**
   - **Goal:** Gather feedback and refine the design.
   - **Example:** Share mockups with 10 users; most like the running figure concept. Designer adjusts colors and font size for clarity.

BRAINSTORMING

Definition:
Brainstorming is a **creative process** where a designer (or team) generates **many ideas quickly** without judging them, aiming to explore all possible solutions to a design problem.

Purpose in Graphic Design:

- To come up with **creative concepts** for logos, posters, websites, or any visual project.
- To explore **different approaches** before settling on a final design.
- To encourage **out-of-the-box thinking** and avoid getting stuck on one idea.

How It Works:

1. **Define the problem:**
   e.g., "Design a logo for a vegan café."
2. **Generate ideas freely:**
   - Draw sketches, write keywords, or create mood boards.
   - Think about symbols, colors, typography, and shapes.
3. **Record all ideas:**
   - No idea is too small or silly at this stage.
4. **Review and shortlist:**
   - Pick the most promising ideas to develop further into prototypes.

Example:

Problem: Create a poster for a music festival.
Brainstorming Ideas:

- Use a guitar silhouette as the main icon
- Vibrant neon colors for a modern look
- Include abstract sound waves in the background
- Feature illustrations of crowds enjoying music
- Play with bold typography for the festival name

BRAINSTORMING TECHNIQUES FOR GRAPHIC DESIGNER

1. **Mind Mapping**
   - Draw a central idea (e.g., logo for a café) and branch out related ideas, keywords, colors, or symbols.
   - Helps visualize connections between concepts.
2. **Sketching / Doodling**
   - Quickly draw rough sketches of logos, layouts, or icons.
   - Encourages experimentation without worrying about perfection.
3. **Word Association / Free Writing**
   - Write down words related to the project (e.g., "fresh," "organic," "cozy" for a café).
   - Helps generate ideas for imagery, typography, and color schemes.
4. **Mood Boards / Visual Collage**
   - Collect images, colors, textures, and typography examples that inspire the design.
   - Helps define the visual style and direction.
5. **SCAMPER Technique**
   - Modify existing ideas using: **Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse**.
   - Example: Combine coffee cup + leaf to create a new café logo.
6. **Brainwriting**
   - Each team member writes ideas on paper, then passes it to others to build upon.
   - Encourages collaboration and more diverse ideas.