

Design Process Master Class: Create Poster Designs Like a Pro!

by Gareth David | SKGDPB01 - Poster Designs like a Pro

[Course link](#)

— 01 to 03 - Intro ★ —

“As a Designer, if you want to improve the quality of your work, you’ll want to avoid making *arbitrary* designs, and consider giving more thought to your *Design Process*. This is the way for creating better *creative solutions*”

- “Divergent Thinking”
- *Divergent thinking* and *Convergent thinking* go hand to hand in every design process

— 04 to 06 - Steps of the Design Process —

Step 1 - Design Brief

Broad research phase.

This is the phase where you’ll want to *think divergently*

- Outline: Goals, challenges, direction
- Our designs need to not only be *visually compelling*, but *purposeful*
- We need to align creative vision with practical objectives
- Let the **Brief** be your *Compass*

| “*Creativity* fueled by *clarity*”

- Content:
 - Make yourself aware of the elements to put in your work. This helps you plan out

Step 2 - Visual Research and Inspiration

- **Pro Tip:** use Figma to build a "Scrap Book" (a gallery) of recently collected, as well of older inspiration material from past researches
- Pinterest
- [Designinspiration](#)
- Behance
- Dribbble

Approaches:

1. Reflect on found research
2. Research and build boards
3. Browse other people's creative work



Time recommendation: 20-40 min.

