

WEB13304 Digital Advertising 2016

An introduction to the creative process

**Let's talk about
creativity!**

How do they do it?

- Research and familiarisation
 - Gather together interesting facts and snippets
 - Know your audience
- Ideas generation - “ideation”
 - Generate as many ideas as you can fast... at the beginning quantity = quality!
- Copywriting
 - Headlines that complement rather than describe
- Visualise the concept
 - Simple visuals and storyboards - steadily getting more finished
- Art Direction/Typography
 - Taking it into photography or visual forms
- Crafting the campaign look
 - Making it work across the campaign rather than just for the ad.

The Creative Process

Idea Generation

Copywriting

Visualising the concept

Art Direction

- Research, interest areas
- Research audience

Then look for:

- Elements of surprise
 - Comedy
 - Observational
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- Record all ideas
 - Have lots of ideas
 - Test your ideas

The Creative Process

Idea Generation

Copywriting

Visualising the concept

Art Direction

- Headlines
- Connections and reader associations.
- Copy-lines that encapsulate the product
- Avoid clichés
- Write as you speak
- Dynamic inflection – “doing words”
- Strap-lines and slogans

The Creative Process

Idea Generation

Copywriting

Visualising the concept

Art Direction

(Ideas for non-designers):

- Thumbnails and roughs.
- One-stroke visuals
 - Draw up or collage ad-layouts simply
- Storyboards and scripts
 - Time-line based visuals.
- Presenting to clients:
 - Visual
 - Neat
 - Impactful

The Creative Process

Idea Generation

Copywriting

Visualising the concept

Art Direction

- Photography or illustration
- Digital images, manipulation and retouching
- Typography
- Crafting the look
 - Layout and composition
 - Copy or Image centric look
 - Surprise

CREATIVEprocess

Discovery

Collaboration with client to ensure clarity of goals and instructions. Recommendations provided on creative strategy and campaign deliverables.



Research

Looking into several things: The Client's business, their competition and the audience we are trying to reach.



Concept Development

Brainstorming multiple possible executions based on Discovery and Research to solve design challenge.



Design

Narrowing down ideas, making decisions on best Concepts, and executing them as rough drafts.



Revisions

Back and forth process with client on edits, revisions and final approval of copy and imagery used.



Production

Finalizing details in piece, making all images high-res, confirming correct color space, prepping for delivery to vendor.



Delivery

Managing all aspects of on-time delivery of final work for output. Dealing with Vendor estimates, time-lines, prepping and uploading files.



Follow-up

Review of goals vs outcomes and overall client satisfaction of end result. Analysis and recommendations provided for follow-up actions on campaign.



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An introduction the advertising Creative Process

Creative process and copywriting
Words, image, movement