

# **WEB13304 Digital Advertising 2016**

**An introduction to the creative process**

**copywriter and  
art director teams  
come up with the creative**

**creative director is the editorial  
guide**

# 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

- Putting together all aspects of the creative process
- Getting ideas visualised
- Producing effective copy
- Visualising and selling the campaign
- Direction and production of the final creative

# The Creative Process

Idea Generation

Copywriting

Visualising the concept

Art Direction

- Advertising unit – creative use of concept across platform.
- Look at applying digital techniques to the end solutions (mobile, web, etc.)
- Look at transforming creative processes by experimenting with techniques.

# The Creative Process

Idea Generation

Copywriting

Visualising the concept

Art Direction

- Research, interest areas
- Research audience

Then look for:

- Elements of surprise
  - Comedy
  - Observational
- 
- 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

Brainstroming 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.



# **WEB13304 Digital Advertising**

## **An introduction the advertising Creative Process**

# **Creative process and copywriting**

Words, image, movement

**Let's talk about  
creativity!**

# Ideas generation

- Taking them by surprise - shock or juxtaposition
- Comedy or personality
- Be observant
- Keep a notebook
- Quantity...
- Test out the ideas

# Copywriting

- **Headlines** - think how it would look on a poster!
- Get the reader to make a **connection** with the brand/product
- Finding the **right** headline, straplines, slogans, buy-lines etc.
- Avoid **clichés** - or use them cleverly
  - Clichés sound like advertising - no one likes to be sold to!
- **Action** words - and **visual** words!
- **Edit** it down to the minimum (“Every little helps!”)
- Body copy “**starts in the middle**”
- Talk about the **reader** not the brand....
- Write as you **speak**

# Art Direction and Typography

- Photography and/or illustration
- Guiding the director
- Creating images
- Photo manipulation and retouching
- Art buying
- Combining typography and image
- Typeface - or no typeface.
- Type layout

# Visualising the concept

- Mood boards
- Thumbnails and roughs
- One-stroke visuals
- The storyboard and script
- Presenting techniques



# **WEB13304 Digital Advertising 2016**

## **An introduction to the creative process**

- Mood boards
- Thumbnails and roughs
- One-stroke visuals
- The storyboard and script
- Presenting techniques

**End**