

How to get Fabulous Creative

The **steps** to develop a brochure, poster etc...

1. Define your **Strategy** | **Requirements** | **Audience** | **Call to action** | **Budget**
2. Write a **Creative Brief**
3. **Brief** the designer: See if you can show the designer some of your proposed text, and any imagery or photos at this stage
4. Designer creates **concepts**
5. You select a **concept** (and maybe provide feedback on that concept)
6. **Complete material** (text, photos etc...) and get it to the designer
7. Designer goes into **production** - develops artwork from the concept
8. Designer presents **draft 1** of the artwork
9. **Proof, check** provide **feedback** – the designer makes alterations
10. Hopefully the designer comes back with the final **draft** that's all good
11. **Sign-off** / approval – the designers goes to final art ...

Go to print – Go live – GO GO GO GO!

The Creative Brief

Is a financial **contract** between you and the designer. It...

- Outlines the deadlines and budget etc...
- Defines the audience
- For an advertising agency, it states the '**Single minded proposition**'
- Outlines the **communications problem** (that you want solved)
- Describes the "out-take" that you want created
- States the **call-to-action**
- **May** give some organisational background.
- May have some of the material that you want in your brochure or poster or website etc...

But for
Fabulous Creative
you need **clarity**.

Fabulous creative
comes from the designer understanding your
organisation and your **material**.

Fabulous creative
comes from the designer retaining their creative
energy for your work.

Fabulous creative
comes from trusting the designer.

For **fabulous creative**
don't change the brief.

Fabulous creative
comes from **bold imagery**
and **concise text**.