

The Design Process

The design process is a series of steps that graphic designers follow to create a visual product that communicates a message, solves a problem, or achieves a goal.

Different studios or creatives may have slightly different variations of the graphic design process, but most of them include the following steps:



Receive and review the Creative Brief

The Brief is a document that outlines the objectives, requirements, expectations, and scope of the project. It helps the designer understand the client's needs and expectations and provides a clear direction for the design.



Scheduling

Take time to establish a timeline for the project with tasks and subtasks once you have determined your project's scope (exactly what you need to do, as explained in the Creative Brief) so you can manage information about timeframes based on the project's agreed-upon requirements.



Research and analysis

The stage where the designer gathers relevant information and inspiration for the project. The research may involve studying the client's industry, competitors, market trends, audience preferences, and design styles. Design Thinking starts here and continues in a cyclic loop of: research/ideation/verification/execution.



Ideation

Idea generation. Brainstorming. This is the stage where the designer generates a range of possible concepts and solutions for the project. The designer may use various techniques such as sketching, mind mapping, mood boards, wireframes, or prototypes to explore different options to visualise their ideas.



Developing Concepts

The stage is where the designer uses the research and ideas and focuses them into several designs or sketches that the client might like. They must be different enough to warrant discussion but remain true to the brief.



Feedback loop and clarification of final design sketch

The designer brings their sketches to the client for critique and evaluation. The designer then listens to what they say about all of the designs so they can feed all of them into one final design concept, which will be developed in the next step.



Creating the design

The stage where designers transform ideas into polished and professional designs. This is where they will use the Adobe Creative Cloud suite of tools, or any application of their choosing to complete the design.



Another feedback loop

The stage where the designer presents their design to the client and solicits their feedback and approval. The designer may use various methods to showcase their design, such as mockups, presentations, or online platforms. The designer may also explain their design choices and how they meet the project objectives.



Final Delivery

The stage where the designer delivers the final product to the client after making any necessary revisions or changes based on the feedback. The designer may also provide any additional files or documents that are required for the project, such as source files, fonts, images, etc. After this point, any changes to the design would typically initiate a new version of the design and additional scoping for the new project. This allows the designer to put a line in the sand, marking the project complete, rather than getting into a cycle of "...just one more change."