

The Creative Process

The following is an example of the creative process that can be applied to many areas of art and design. If you find yourself struggling during a project or brief, refer to the different stages as shown below and ask yourself if you have covered or considered the points at each stage.

Brief/Creative Problem

- Read** Thoroughly read the brief, highlight any areas of uncertainty
- Understand** Ensure you that you understand all aspects of the brief...
- Question** Ask questions about any areas you are unsure about.
- Clarify** Clarify that all aspects of the brief are correct.
- Evaluation checkpoint** Have all aspects of the brief/creative problem been understood?

Research

- Investigate** Thoroughly investigate into the subject matter.
- Visual Research** Visually research appropriate existing solutions.
- Gain Knowledge** Gain a better understanding about the actual problem.
- Inspiration** Find inspiration from other practitioners.
- Evaluation checkpoint** Does the research truly inform/assist in the understanding of the problem or subject matter?

Initial Ideas Generation

- Keywords** List as many words you can think about the subject/problem.
- Thumbnails** Draw up visual thumbnails of your initial ideas.
- Multiple options** Don't settle with one idea - generate multiple options.
- Non-critical** Suspend your critical judgement about your work at this stage.
- Evaluation checkpoint** Has a wide variety of creative ideas or possibilities genuinely been generated?

Selection of appropriate ideas

- Select** Select from the strongest of your initial ideas.
- Review** If need be, go back to one of the previous stages...
- Gain feedback** Get feedback from others about what you have done.
- Suitability** Ensure that the idea is truly suitable for the brief/problem.
- Evaluation checkpoint** Is the selected idea truly appropriate/ does it creatively answer the original problem/brief?

Development & Refinement

- Develop** Thoroughly develop the work to it's best potential.
- Explore variations** Try out different viewpoints, colour schemes etc.
- Push boundaries** Don't play safe! Try cross-pollinating ideas.
- Refine through stages** Don't expect things to instantly work without refinement.
- Evaluation checkpoint** Have all options with possible solution been fully explored to maximum potential?

Exploration of media & aesthetic options

- Experiment** Explore options with media, style, working processes etc.
- Test** Try out different approaches to your selected idea.
- Select** Select the most appropriate media and or working process.
- Refine tehnique** Refine and develop efficiency and/or speed of process.
- Evaluation checkpoint** Does the selected solution creatively answer brief to a high professional standard?

Production of final solution

- Professional** Create work to a high quality, professional standard.
- Specification** Ensure any specifications are thoroughly met.
- Format/size** Make sure that format/size/resolution etc is correct.
- Double check** Double check all aspects are correct before submitting...
- Evaluation checkpoint** Have all aspects of the brief/creative problem been achieved?

PRESENTATION Presentation of work should be considered throughout all stages of the creative process.

EVALUATION Evaluation of effectiveness and appropriateness of work should be carefully considered after each stage of the creative process as well as an in-depth overall evaluation of final work.

The entire process can be summarised with the following four words:

INVESTIGATE • PLAN • CREATE • EVALUATE