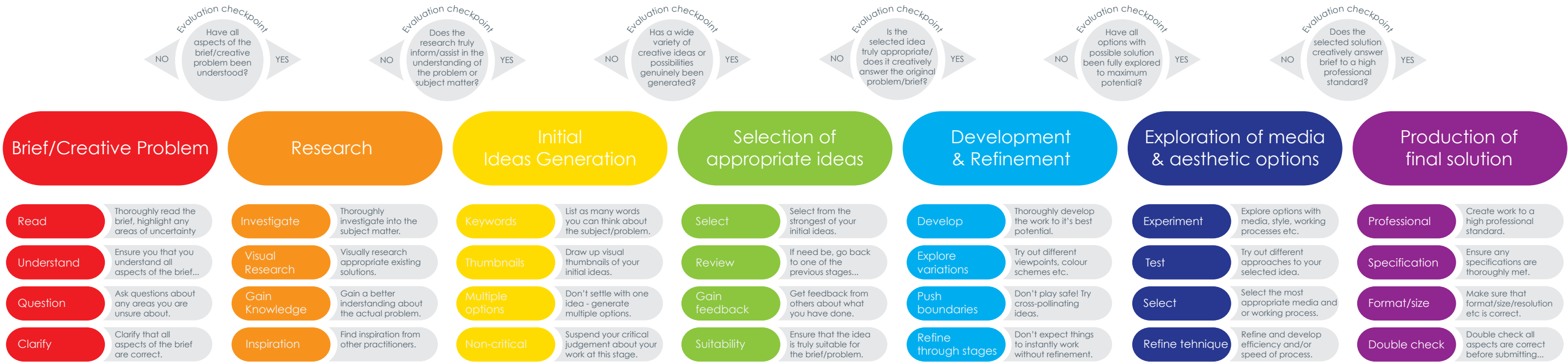


# The Creative Process

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.



**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**