

Working to a Brief

Generating ideas

Be as wide ranging and imaginative as possible. Don't censor.
Record thought processes and ideas as thumbnail sketches, ideograms and annotation.
Let one idea flow intuitively and organically.
Make unexpected links and associations.

Thumbnail sketches

*Quick pen or pencil sketches.
Visual reminder of fleeting idea.
Indication of composition and art direction.
How does the subject sit in the frame?
How is the subject lit?
What particular attributes does the subject have?*

Review and selection

Which ideas work or have possibilities.
Do any have depth or multiple layers of association.

Research and development

Primary sources :
Objective drawings to understand object or composition.
Photoshoot

Secondary sources
Books
Internet Google

Visuals

Work up some more developed visual sketches to show main elements of design.
Handdrawn illustrations, photographs and/or typography.

Presentation

Final images.