

GRAPHIC DESIGN PROCESS

The process of producing a piece of stand out graphic design follows the general process listed in this document. Although this process will vary when implemented due to the scale of the project, Naked Creativity use it as a starting point to ensure that the final artwork meets a clients brief.

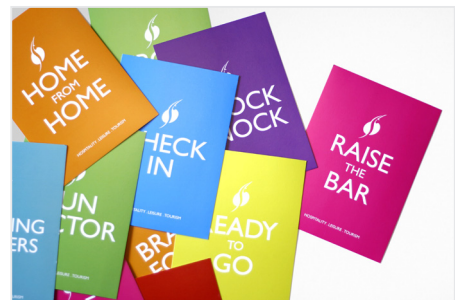
1. BRIEF AND UNDERSTANDING

To produce a piece of stand out graphic design, a brief is required to kick start the project. Depending on the requirements, this can be as broad or narrow as the client wishes, and can also be generated by Naked Creativity after an initial briefing meeting. From this meeting, if necessary Naked Creativity can offer suggestions for bespoke design and print, suggesting the most suitable layout and print specification for the required graphic design.

Graphic design projects can differ dramatically from large scale magazines to quick turn around posters. In previous projects, Naked Creativity have been responsible for producing a 64 page magazine that involved everything from art direction and image sourcing to liaising with advertisers and sponsors. On the other end of the scale, the Naked Creativity team are also able to quickly turn around smaller projects such as poster, flyer and leaflet designs.



Depending on the scale of the project, the client may work with one or various members of the Naked Creativity team. With either option, there will always be a single point-of-contact with whom they can raise any questions that may arise throughout the design stage.



Finally, before work can begin, it is important that all the content provided is already proof read and spell-checked. This will ensure that fewer amends need to be made, therefore saving time and money. In addition, high resolution images are essential to ensure that high quality prints are attained. Naked Creativity are happy to advise on the quality of any images provided should this be necessary.

Naked Creativity work on variety of graphic design projects from large scale magazines to quick turn around postcards and flyers.

2. CONCEPT DESIGNS

Based on the scope of the brief and scale of the project, a selection of initial concept designs are generated. These initial designs are often 'rough and ready', but show how any supplied content can be applied to the chosen format. If required, it is at this stage that supplied brand guidelines are studied to ensure that the concept designs follow the corporate identity. This makes sure that the initial concepts are 'on brand' and meet the clients brief.

If no high resolution images are provided during the brief stage, Naked Creativity can search for stock photos that compliment the design. Stock photos are brought and sold on a Royalty free basis so can be used and reused for commercial design purposes. There are a vast array of stock photos available that cover key categories such as landmarks, people and objects.

Although you have to pay for them, they are professional photographs of a high resolution that are perfect for print. However, it can often be difficult to source stock photos that are not cheesy or generic. Choosing the right image is crucial, so it is Naked Creativity's aim to ensure that the key message of the artwork is reinforced by careful image selection.

With a range of initial concepts developed, they are sent to the client for feedback, ready for the refinement stage of the process.

3. FEEDBACK AND REFINEMENT

Naked Creativity will refine a concept design so that it is print ready after client feedback has been received. These finishing touches can include purchasing and photoshopping stock images and refining the layout, following a company's brand guidelines if this is required. Although sometimes a little time consuming, Adobe Photoshop can be used to edit or enhance an image for a particular design requirement. Some examples of this include adjusting the levels of a photograph so that it is brighter, adding or removing a feature or changing the colours.

As tweaks are made to the layout, images and design, the client is sent various drafts of the artwork for approval to ensure that the design is meeting their requirements. When both parties are happy with the final design, the artwork is signed off by the client and saved by Naked Creativity in a print ready format.

4. PRINT

Naked Creativity have an extensive list of print contacts who are able to create a variety of printed graphics. This can vary from quick turnaround pieces to bespoke prints, allowing Naked Creativity to meet even the tightest of deadlines.

With years of experience creating print ready artwork, Naked Creativity are able to advise on paper quality and print finishes that will compliment the graphic design without breaking the budget. This includes the use of gloss varnishes, embossing, de-bossing and much more, the options discussed at the initial concept meeting and budgeted into the project with print samples requested if necessary.

Finally, following client sign-off of the artwork, Naked Creativity liaise directly with the printers to handle the print process from start to finish, leaving the client free of this sometimes confusing process!



Bespoke prints can be created using a variety of print techniques and with Naked Creativity's help, these can compliment a design.