

STEP 1 UNDERSTAND THE GOAL/IDEA

> STEP 2 COLLECT INFORMATION, INSPIRATION, RESEARCH

STEP 3 BRAINSTORM STRATEGIES & IDEAS

> STEP 4 DEVELOP CONCEPTS & DESIGNS

STEP 5 PRESENT THE IDEA WITH A PROOF & MOCKUP

> STEP 6 FINALIZE MAKE REVISIONS UNTIL THE GOAL IS REACHED

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## THE CREATIVE DESIGN PROCESS

