

Plan

by Sophia



WHAT'S COVERED

This lesson will discuss planning in the creative process. Specifically, this lesson will cover:

1. Planning Overview

Planning is the second step in the creative process, and it is an organizational way to develop an approach to a project. Planning is going to help you address a list of key goals, such as **core message**, **scope**, strategy, and, of course, the intended result. Typically throughout the planning process, you would have a **design brief**, which is a document prepared by the designer or design group for the client that overviews the proposed project.

Having a design brief at the beginning of the creative process is very important because it clarifies the project for both the client and the designer.



TERMS TO KNOW

Planning

An organizational way to develop an approach to a project.

Core Message

The main point being conveyed through the design project.

Scope

How in-depth the project is going to be; measured by the amount of time and work involved.

Design Brief

A document prepared by the designer or design group for the client that overviews the proposed project.

2. Breaking Down the Design

Another aspect of the planning process involves successfully breaking down each part of the design brief into goal, **budget**, schedule, target audience, project scope, and **stylistic approach**.

The goal is the intended result of the design project, and the budget and schedule reveal how much time and money the client is willing to spend on the project. The target audience is the consumer demographic the

client wants to target or sell to.

➔ **EXAMPLE** Is the target audience for a product male adults between the ages of 30 and 40, or children between the ages 3 and 10?

The project scope is the breadth of the project as a whole, and it's typically contingent on the budget and schedule. In other words, how in-depth the project is going to be is measured by the amount of time and work involved. Knowledge of this allows the designer to present what is possible to the client within the allotted time frame and budget.

Lastly, the stylistic approach is a sample given to the client that lets him or her begin to envision what the end product will look like, and/or how it will look different from the competition. Again, a design brief can be a simple sheet of paper or a PDF that contains the information the designer needs to actively reach the goals that have been set and choose a strategy and stylistic approach.

Additional and common information may include a company profile that tells you what the organization does, a company history with past accomplishments, and a list of competitors.



BIG IDEA

When determining the scope of a project, you should consider your main goal (e.g., to generate sales, encourage inquiries, or gain subscribers), the characteristics of the target audience (e.g., age, gender, occupation, and income), the budget and timeline that you have to work with, and any additional constraints or due dates.



TERMS TO KNOW

Budget

The amount of money allocated to the project.

Stylistic Approach

The type of style or look the designer will use for the client.



SUMMARY

In this lesson, you received an **overview of the planning stage** of the creative process. Specifically, you learned how planning helps address a list of key goals, such as core message, scope, strategy, and the intended result. You also learned about **breaking down the design** by focusing on the goal, budget, schedule, target audience, project scope, and stylistic approach.

Keep up the learning and have a great day!

Source: THIS WORK IS ADAPTED FROM SOPHIA AUTHOR MARIO E. HERNANDEZ



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