

ART DIRECTION GUIDE

& CREATIVE GOOF-OFF SHEET

This worksheet was developed in an attempt to help us better understand your overall goals in regard to your unique design project.

By starting with a strong understanding of your creative ideas and concepts, we will be able to move more quickly and efficiently in the right direction, all the while saving you time and money by cutting back on additional proofing and revisions.

Graphic Design is fun! And I want to keep you involved in the creative process. No spreadsheets or networking conventions here folks - so let's take a deep breath, get comfy, and give our creative side some wiggle room.

Please note: this guide is designed to minimize the proofing process and extensive revisions that can result from a lack of initial direction. Please complete as much of the worksheet as possible, with an emphasis on the final page, as the information requested on it is the most imperative to our creative process.

FUN FIRST warming up.

IDEA GENERATOR.

Let's start by simply viewing various visual stimuli. We encourage you to visit the following websites. First, without a mission - just look, and pay attention to what you're drawn to. If you come across any imagery that happens to coincide with our current mission, jot down their reference numbers for later review.

www.istockphoto.com

www.gettyimages.com

www.comstock.com

» NOTES &/or REFERENCE #:

It is at this time that we also encourage you to visit websites of your competitors as well as any brands that you are graphically drawn to - those that you believe to have strong imagery and concept design.

» NOTES:

WORD BANK.

Now that we've got some ideas about imagery, let's generate some vocabulary. A word list is helpful in guiding our brand and its mission. These words can help create or transform taglines, and may even be used in future marketing endeavors as starting points for a campaign. No matter how silly it may get, relax and let it flow.

» CONCEPTUAL VERBAGE:

CHANGES APPEAR
PROCCON

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PROJECT PERSONALITY.

Now to breathe some life into your project -- literally. If this design were a living, animated extension of your social group, let's outline some character traits:

» IS YOUR LOGO SOCIAL OR A WORKAHOLIC?

DOES YOUR LOGO PREFER HATS OR SUNGLASSES? WHY?

WHAT KIND OF MUSIC DOES YOUR PROJECT LISTEN TO? SPECIFIC ARTISTS IF YOU CAN, PLEASE.

DOES YOUR LOGO PREFER QUIET WEEKENDS WITH HOT TEA AND A MOVIE, OR TAILGATING AT SPORTS EVENTS?

FINALLY, YOUR PROJECT TAKES OUT A PERSONAL AD IN THE LOCAL CLASSIFIEDS. IT READS:

» ANY ADDITIONAL NOTES:

SKETCH & DOODLE ZONE.

Look Picasso, you won't be graded on technique - this is an exercise where grades are determined by effort only. Sketch anything you like in relation to the project: your conceptual ideas in direct reference to the project, or anything this creative process generates.

» READY, SET, SKETCH:

CHESAPEAKE
PROCON

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DOWN to BUSINESS

providing specific art direction.

TARGET AUDIENCE.

It is important to remember that while diving into our own creative energies, we keep our target demographics in mind. Afterall, these are the specific people that this project hopes to attract.

» WHO ARE THEY?

DO MY IDEAS REFLECT THEIR TASTE LEVEL?

WHAT BRANDS ARE THEY ALREADY COMFORTABLE WITH?

NOTE: It may be helpful to apply the same "personality exercises" to our target audience as we did previously in the creative portion of our worksheet.

ANY ADDITIONAL NOTES:

STYLE GUIDES.

If you currently have a style guide which outlines appropriate fonts and colors in relation to your current logo set, please provide those via email to krista@chesprocon.com. This is a great starting point and answers many of the following questions.

IF NO SPECIFIC STYLE GUIDE EXISTS.

» YOUR COLOR PALETTE:

YOUR FONT PREFERENCE (serif, sans serif, script, etc. &/or specifically by name):

YOUR CURRENT TAGLINES/ COMPANY MOTTOS:

ANY ADDITIONAL NOTES:

OVERALL MISSION STATEMENT.

» Please provide your company's overall mission statement.

THIS SPECIFIC PROJECT'S MISSION STATEMENT.

» Please provide a specific mission statement in direct reference to this project. This mission statement should communicate exactly what it is that this project's design is to infer.

CHESAPEAKE
PROCCON