

The client plays a pivotal role in the process and is, especially in the early phases of a project, an equally contributing factor to the effort as we are by providing information and contributing his expertise on his company and the specific field of business.

We describe our design process through four phases: research, creative base, visual base and solution. The effort and expertise each individual phase requires is characterised by which of WE RECOMMEND's core values is important to the phase and thus adds value to the project.

#### **PHASE 1**

##### **Research**

After receiving the initial description of the commission from the client, we begin a research phase where we gather as much information as possible in relation to the project. The goal is to acquire thorough, precise knowledge of the client's values and situation, but also to find out in what environment they move and with whom they communicate. Issues such as trends, history and society are also studied.

##### **Core value: RESPECT**

Without respect for the client's unique knowledge of his business, it is impossible to understand and assimilate necessary information. We also view mutual respect as a must in the client-agency relationship.

#### **PHASE 2**

##### **Creative base**

In close collaboration with the client, we analyse the information collected in the research phase and extract that which is most interesting, around which we create a creative base for the project. This can be viewed as a conceptual direction for the steps to come in the process.

With a clearly defined creative base, we can explore the project's visual possibilities without losing focus on what is to be communicated.

##### **Core value: THINK**

It is not until this phase that we add conceptual thinking and innovative ideas to the project. Without a focused thought process, the creative base cannot be strong enough to serve as a base for all subsequent visual form.

**PHASE 3**

**Visual base**

Through a wide spectrum of initial sketches, we study how the creative base can be expressed visually. Through a large selection, the sketches are organised into possible drawings, after which one is selected for further development towards the final solution.

**Core value: CREATE**

Creating is fundamental when working with design - our goal is to create a product for the client. In this phase we are completely focused on our creative knowledge and begin to realise all of the thoughts and ideas we acquired in the earlier phases of the process.

**PHASE 4**

**Solution**

Based on the result from the earlier phases, we develop the various elements of the project and implementation accordingly. Here we ensure, for example, that the logo, publications and digital solutions all communicate the same unique values and ideas we defined in the initial phase of the process.

**Core value: DELIVER**

When the project is finished, we ensure through training and manuals that the client is sure of how to use the delivered product. We take great pride in delivering everything as agreed and on time.

