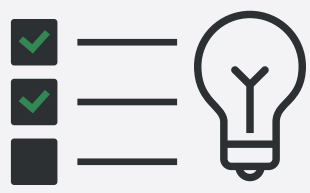


# The Gad.Ai Design Process



1

## Client meeting

We meet and learn about your business, your purpose in creating visual content and set goals for the project.

2



## Conduct research

We hit the books, scour the internet, interview professionals and more to learn about the industry. We also learn as much as we can about your competitors. This way we can give you the best, most unique design solution possible.



3

## Sketch out ideas

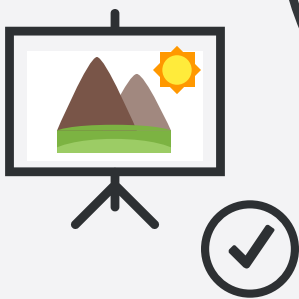
We create different concepts and sketch out as many ideas as possible, choosing the ones that suit your needs the most.

4



## Create variations of concepts

We take our concepts and flesh them out. Here we create variations of each concept to suit multiple platforms and keep a consistent story across the channels.



5

## Present concepts for feedback

We present these concepts to you, explain the rationale behind each concept and why they would be successful. You then provide us with your feedback and what you feel resonates best with your needs. We execute the necessary revisions to develop the concept into a full-fledged set of designs. We follow up with a second round of revisions to finalize the product.

6



## Deliver and launch

Once everything is approved, we send all the files to you in various formats (each suited for specific platforms). Now you roll out your new marketing campaign with amazing designs to really turn heads.