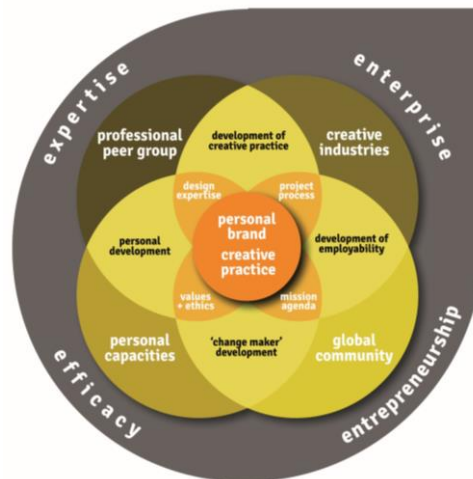


'Creative Practice Brand' Building



- discourse + vision building
- reflective practice + CPD
- collating practice + portfolio building
- networking + broadcasting

Creative Practice Brand Contexts

- Personal Capacity
- Professional Peer Group
- Creative Industries
- Global Community

Each of these brand contexts are in a state of changing flux. Driven by competition within the professional and by the prevailing changes which are inevitable in society, technology, enterprise and markets. Designers have to observe and interpret these and develop their own abilities and direction in order to keep pace with a changing set of demands and opportunities.

A creative practice Brand employs the following four strategies of change to effect this ongoing development, updating and progress in order to remain relevant, competitive and future proof.

Discourse + Vision Building

Creative Practice Brand must maintain a reflective commentary on how these contexts are changing and evolving; using these insights to inform their understanding of how they shall need to form and deploy new services and practices in order to remain competitive and or to advance their practice to become an exemplar of best practice.

Reflective Practice + CPD

Benchmarking the Creative Practice Brand 's scope of offer and competitive quality is a key and ongoing process. Benchmarking against competitors and the sector as a whole, brings an objectivity and reliable measure on the question of how effective and relevant is the designers creative practice. This leads to a structured and targeting programme of professional development; whether this is in terms of maintaining performance within a given sector or

quite plausibly to commence a diversification to a new, alternative design sector.

Collating Practice + Portfolio Building

Publication and presentation of previous design practice is the basis for marketing the 'offer, reputation and credibility' of Creative Practice Brand.

In addition to depicting design proposals it is strategic to illustrate the core design process and the subset methodologies, skill sets and expertise on which this based. In addition, this collating and publishing processes aims to present a rosta of clients, illustration of design sectors covered and to highlight discrete expertise and specialist design services

Networking + Broadcasting

Networking is strategically important for developing opportunity awareness, advocating own practice and participating in shared dialogues within the design practice community.

Social media platform provides an immediate and agile channel for broadcasting a 'Creative Practice' brand. Encompassing a range of social media elements this effects a live broadcast about the brand., the current practice and client activity, emerging plans and future developments