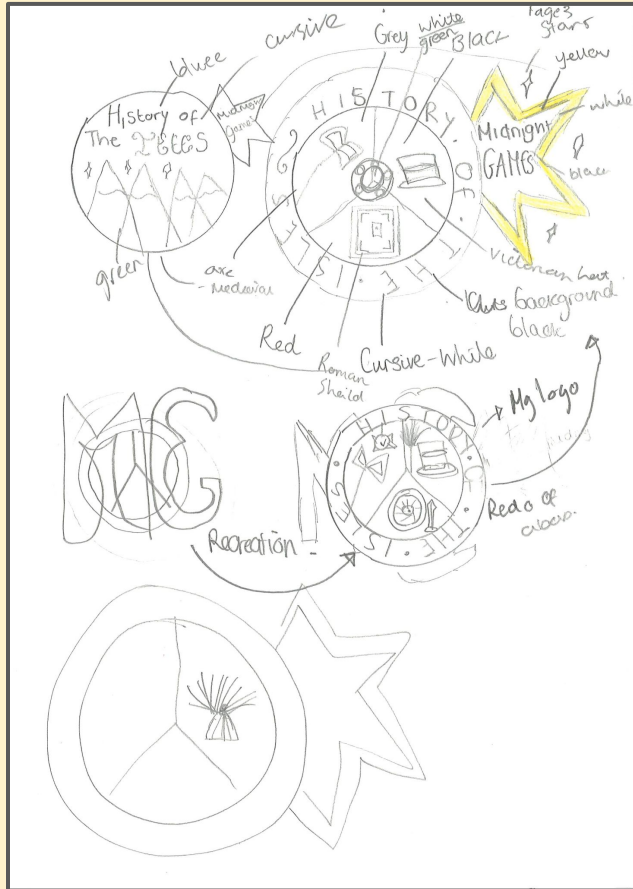# Concept Sketches

Concept sketches are a **pre-production document**

They are made during the **planning stage** of a product's development

They are sets of **rough sketches** to show different ideas for a design – often for a visual identity or logo
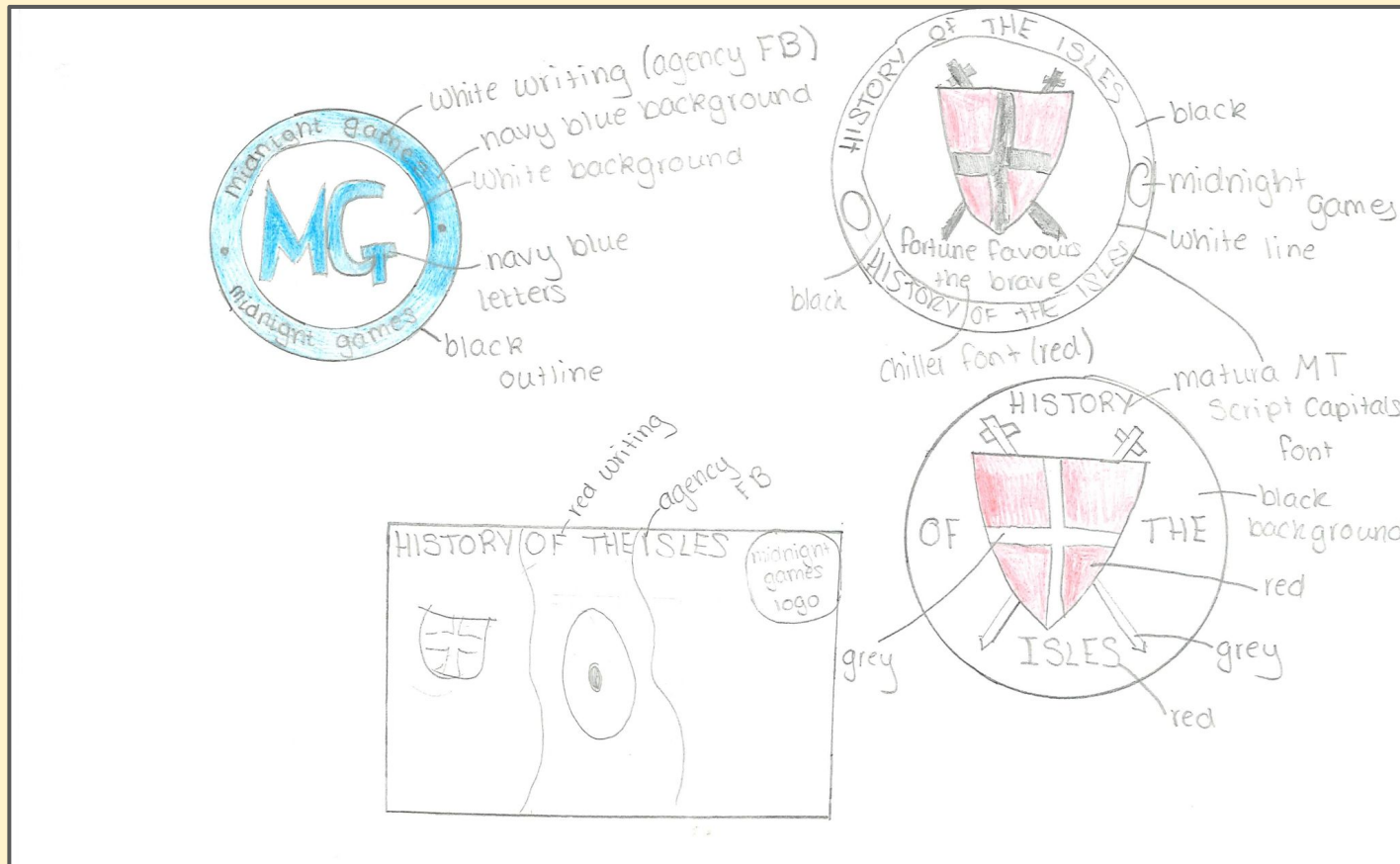
Concept Sketches

Purposes:

- lets the **graphic designer** experiment with different design ideas
- allows different ideas to be shared by **the project team**
- lets the **client** make a choice between designs
- lets the **client** approve a design (say it's OK)

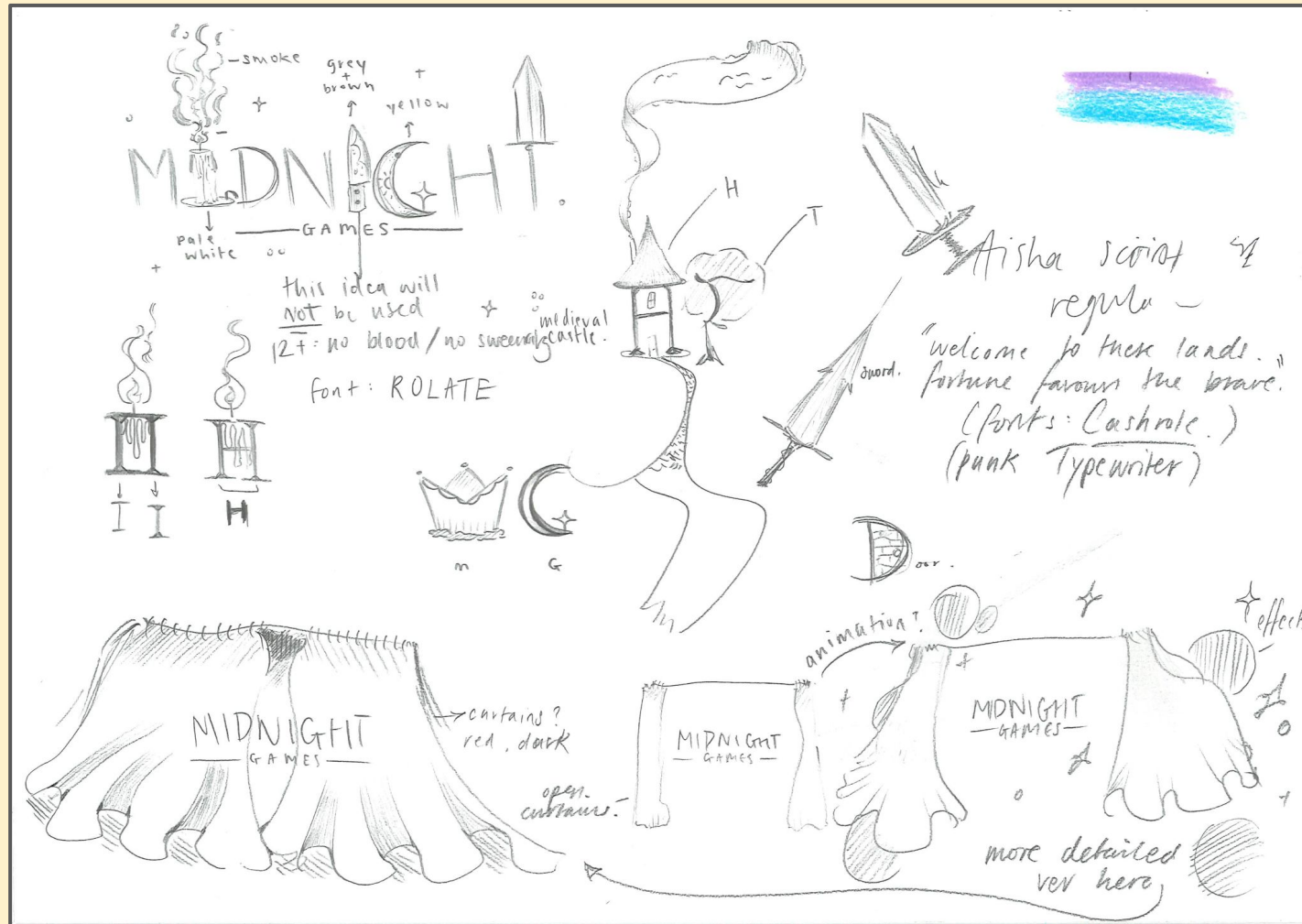Possible audiences for concert sketches are shown **in bold** on the right

Concept Sketches

Aim to:

- include a range of different design ideas
- add notes to show ideas for colours, fonts etc…

Concept Sketches

The key is to show your thinking when developing ideas

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