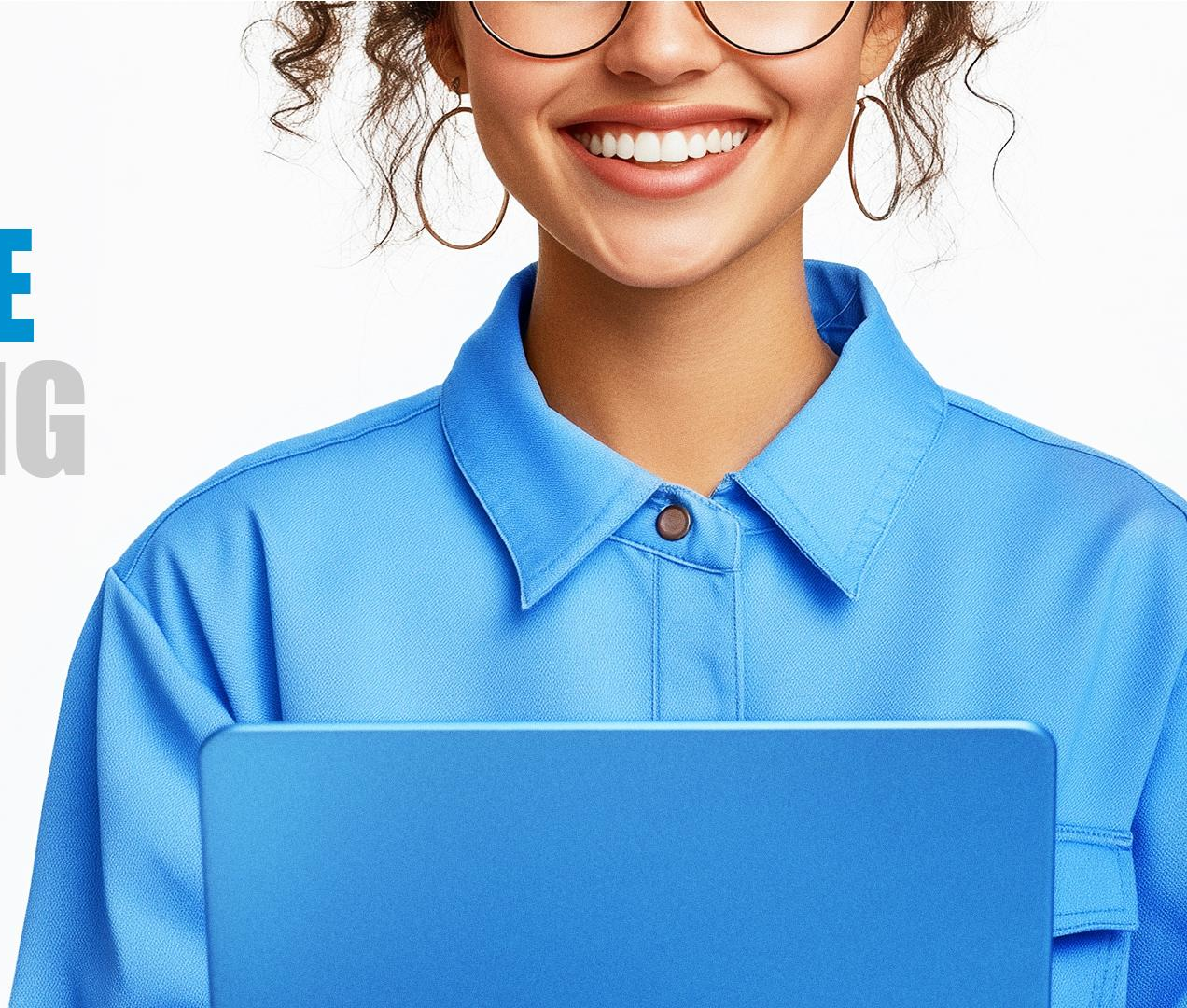


4 STEPS EFFECTIVE DESIGNING PROCESS



U

UNDERSTANDING

Understanding
**The Brief &
Main Objective**

Understanding in
**Choosing the Device
to Communicate
the Message.**

R

RESEARCH

How Do Our **Users
Behave** Across Multiple
Platforms?

How Do Our
Competitors Treat
Their Visuals?

How Do **Brand Own
Asset Content**
Communicate?

R

REFERENCE

Do a **Reference
Banking**

Choose an
**Aspirational or
Competitor Brand,**
to get a specific
reference

Following the
Latest Visual Trends

M

MANAGING

Time Management
Skills

Negotiation
Skills