

FLOWBIRD WORKFLOW

STEP



Design Brief

Identify the vision and scope of project, along with timeline, budget, fees, and copyright transfer or licensing. Flowbird will send you a contract once details are agreed on.

STEP



Inspiration Board

Flowbird will create a Pinterest page for each project. You get to pin images that inspire them the most, may it be the colors, art styles, and concepts. You can comment on individual image, explaining why it was added to the board.

STEP



Concept Board

The fun begins! Flowbird will come up with 3-5 concepts using line drawings and load them into the shared Pinterest board. You get to comment on the designs, identify what you like and want included. Flowbird will refine and post a final concept as a line drawing.

STEP



Design Board

Final concept are fleshed out into preliminary designs. This step is also when typography and colors are chosen.

STEP



Final Design

Flowbird will refine the final concept until the design reaches its finished state. This stage is only achieved once you are satisfied.

STEP



Product Delivery

You will receive a package of vectorized (SVG unless otherwise specified) and rasterized (mostly PNG) files of the design along with a final copy of the signed contract with the licensing or transfer rights. Once delivered, Flowbird stands ready to provide support for using these files.