generating ideas

background
- Who is your client?
- Who is the audience?
- What kind of impression or feel should the work have? [key words]

brainstorming
- Word associations
- Gesture drawings
- Thumbnail sketches
- Doodles

reference images, etc.
- Color schemes + theory
- Of subjects you may use
- Font samples
- Photos you've taken

inspiration imagery
- Examples of work done on a similar project that you like
- Art! + Design awesomeness