Working Creatively
in a Regulated Environment

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If you work in a creative role with many restrictions applied to your daily tasks, you may feel like you're searching for ways to flex your creative muscles. The 5 tips below may be just what you need to think outside of the box.

1 Can You Repeat That?

Ensure that your team fully understands the client's needs and the messages they want to communicate. Do not hesitate to ask a final question before you hang up the phone, or fire off an email for clarification. Develop a creative brief to help outline the goals and assign tasks.

2 Educate Yourself on the Topic

Being knowledgeable about the content your team designs, especially in the healthcare space, is extremely valuable. You will work more confidently, and be able to recognize if the language and hierarchy is effectively communicating the required information. Understand that data drives the story you are telling. Having this background knowledge and developing a strategic plan can expedite your creative process and help your team reach impactful solutions. Further, this learning process can be enhanced by teaching information to your peers, so practice this as a team by each researching a portion of your project and sharing your findings with the rest of the group.

3 Gather Inspiration

Be aware of your marketplace "surroundings." Do some visual research to see what is currently trending in the media form you are using. Also look to other creative agencies for inspiration and to see what original treatments or innovative solutions they utilize. These can be concepts that reach outside of your industry (encouraged!). Put together an inspiration board or idea catalog by saving materials that inspire you or command your attention.

4 Broaden Your Team Effort

For an interdisciplinary effort, pull in non-designers to see what they react to and gravitate towards. If you are working on new concepts for a project, also try bringing in designers outside of your day-to-day group or brand to get some fresh ideas, varying skill sets, and different experiences to bring a new perspective to the project.

5 Pro Bono Boost

Mix-up your work by exercising your team's abilities on a non-profit project. Building a relationship with a wonderful organization can provide a new creative outlet and a broader sense of corporate responsibility to your community. Try establishing regular charity design competitions for your creative team to compare notes and ideas on the concept outcomes. Bringing together various concepts for the same directive may help to inspire others on a new approach to design.

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