

Paige.

The PlayBook



ALFI
CREATIVE
Studio®

Guest Expert Lesson

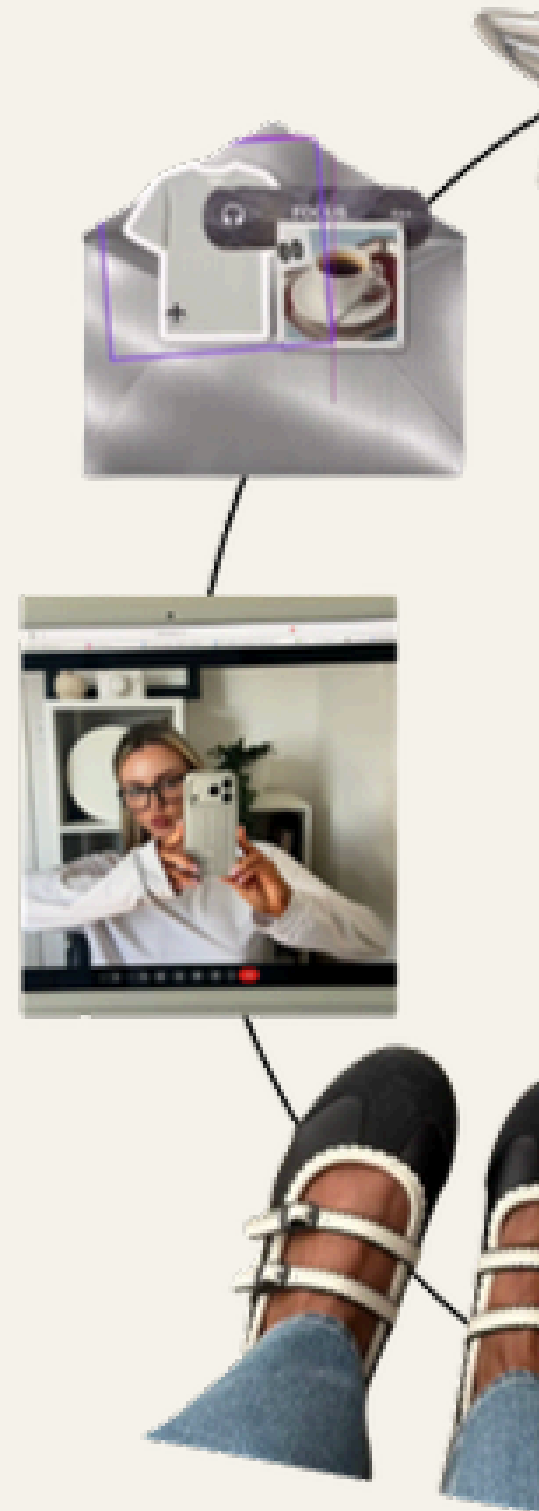
@ALFICREATIVE

Finding Inspo

as a designer



Your work starts looking better when
you stop only looking at design.



TOUCHING GRASS AS A CREATIVE

PINSPIRATION

THE ROOMS YOU'RE IN

TRAVEL + EXPERIENCE

MINDFUL CONSUMING

DISSECTING AN IDEA

if we only focus on this, we don't develop our own roots.



this is not an instant thing, it develops over time



starts with a seed, soil and water, aka your mind, environment and intentional action!



what you see online

-
- taste development
 - refinement & perspective
 - lived experiences
 - creative development
 - memory, taste & perspective
 - experiences that shape taste

The creators mind



& yes, there will be imitations of a good piece of work, always has been, always will be.

But the creator doesn't concern themselves with it, because they're already creating something new.

BE THE CREATOR !

Pinspiration



Graphics + Creative



Exterior

Outfits

Brands that resonate



Textures

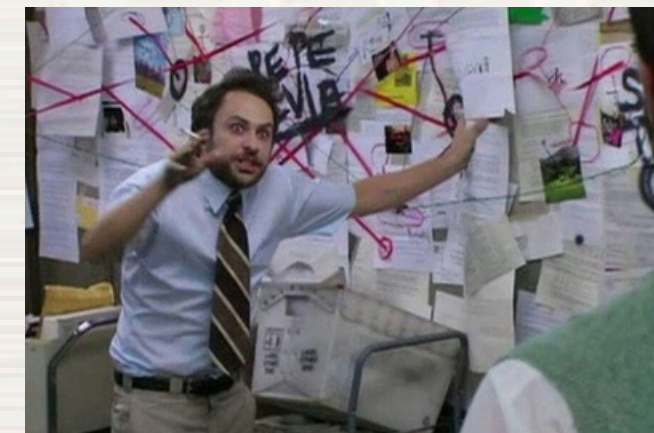
Tone + Text

The perfect moodboard

a set colour tone
consistent energy
a mix of different things
tells a story
lives in the same world.



**Pinterest gives you references.
Life gives you taste.**



**when we rely on the internet
alone for inspiration**

The rooms you're in

Would this brand belong in this room?

That question instantly sharpens creative direction.
It helps with:

- tone
- styling
- textures
- packaging
- photography
- typography
- atmosphere



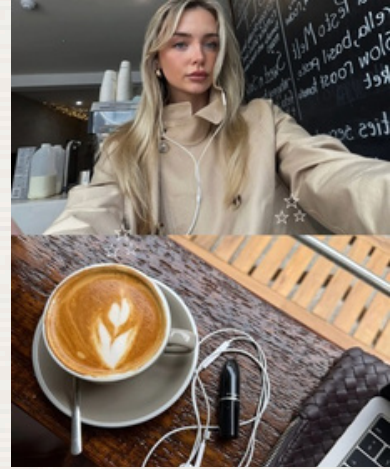
AMPLIFY
Socials
(brand identity)



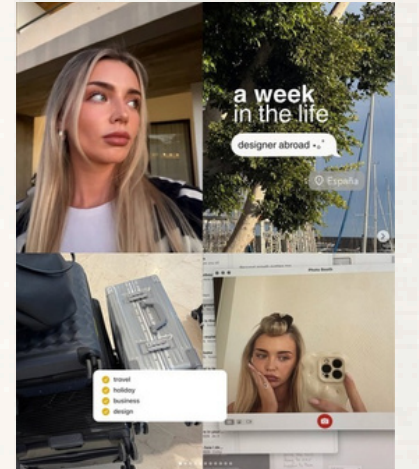
Pos



Travel + Experience



The best inspiration usually happens outside the studio.





Take photos of everything

Not because every image is “content.”

Because memory holds creative emotion.

Sometimes an image reminds you:

- how a place felt
- what it smelled like
- the atmosphere
- the energy
- the pacing

And that becomes inspiration later.

*You do not need to
travel across the world.*

Go work somewhere new.
Take a different route.
Visit a coffee shop.
Walk through a bookstore.
Sit in a hotel lobby.
Creativity needs new inputs.

People + Taste



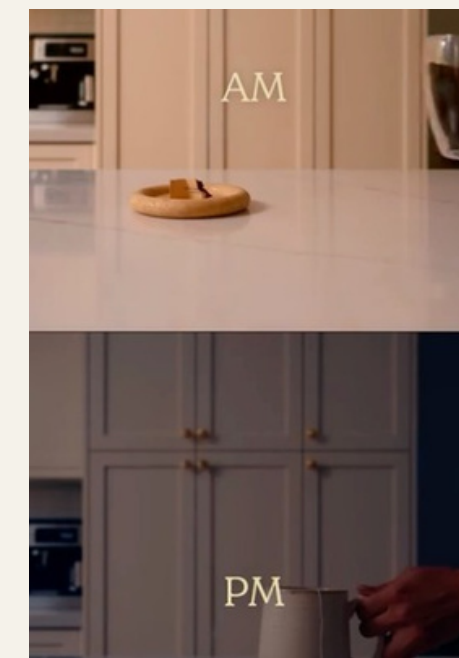
*People can
become style
references too.*



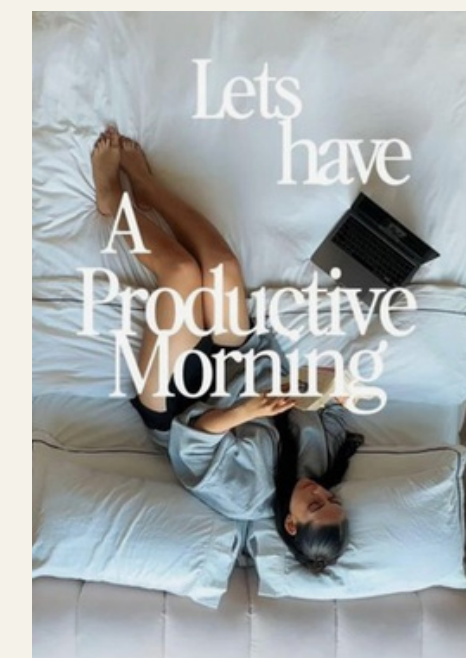
lifestyle creators,
founders, fashion girls,
tastemakers.



Instead of asking:
“How do I copy this?”



Ask:
“Would they love this?”
THIS is the reframing.



Use people as taste anchors, not templates.
That's how you stay inspired without becoming derivative.

Ask your clients
“Who do you look up to?”

“What brands or people feel aligned with you?”
Not to copy them.

To understand their taste language.



How to dissect an idea.



*Coffee Shop
dissect it.*



community
slow mornings
comfort
conversation
people watching
journaling
background jazz
warm lighting
regulars
city life
ceramics
film photos
receipts
memory keeping

*How does this
translate visually?*



polaroids
paper textures
handwritten notes
warm toned imagery
editorial cafe photography
receipt inspired layouts
stamped graphics
soft grain
custom symbols
vintage typography

Strong creative direction comes from dissection.
The goal is not to copy the obvious aesthetic.
The goal is to pull apart:

- *emotions*
- *memories*
- *textures*
- *experiences*
- *objects*
- *environments*
- *behaviours*



And translate those into visuals.



This is how you stop designing at surface level.
Most people stop at: “coffee shop aesthetic.”

Strong designers build the entire emotional
world around the idea.

interiors

spaces

*Inspiration is really about
mindful consumption.*

textures

Be present, and open to receiving ^{fashion}
it, because it is everywhere

conversations

people

