

Working with a graphic designer

A short, but practical, guide on
how to get the best results from
your design project

**What is
Design?**

**Hmmm...
So, What
is Graphic
Design?**

Explaining Design

Design is the conscious and intuitive effort to impose meaningful order

Graphic design is the creative process of combining and manipulating text and imagery to effectively communicate a message in the form of logos, brochures, newsletters, posters, signs, and any other type of visual communication.

The Power of Visual Communication

Visuals have the power to...



Google

evoke emotion

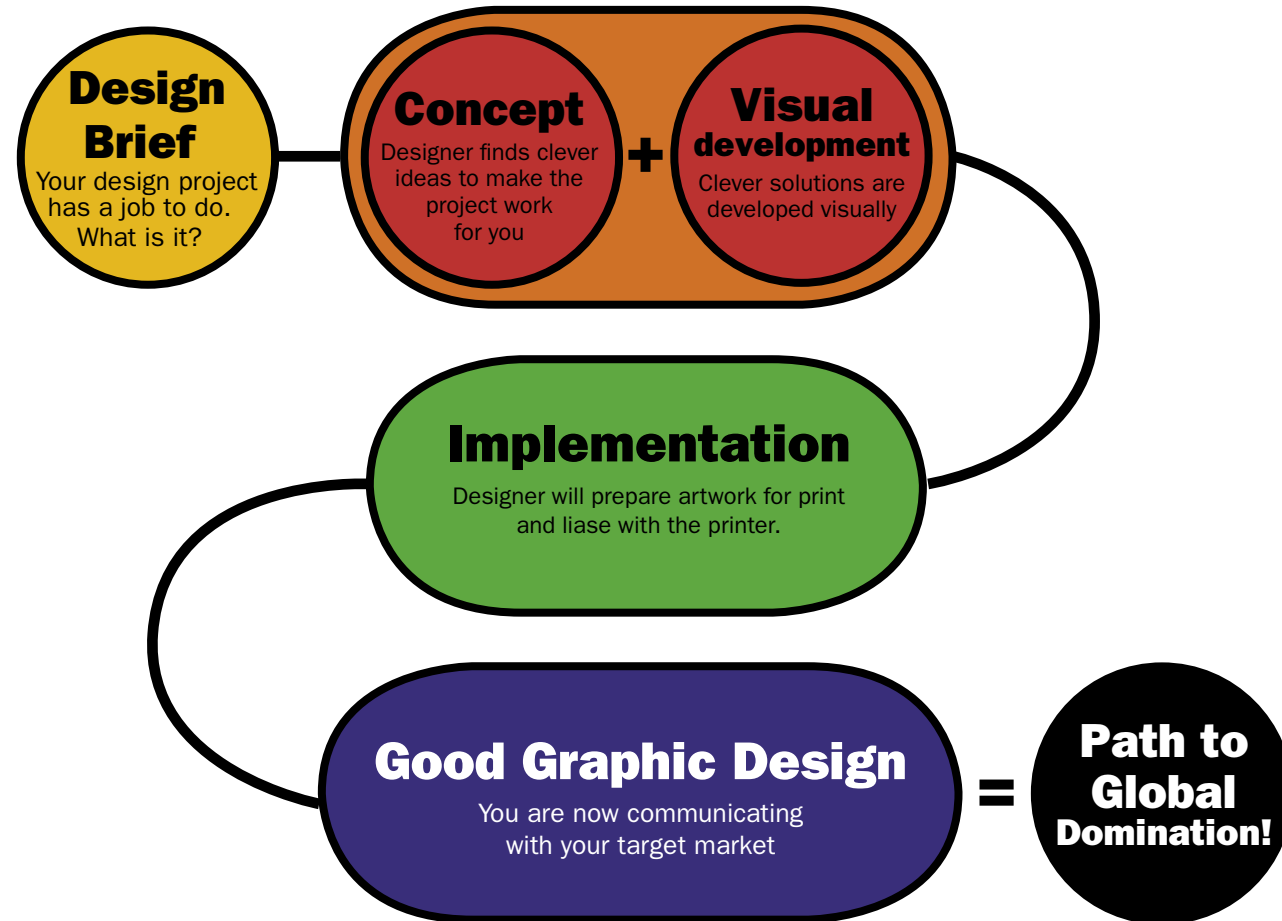
communicate information

enhance recognition

....instantaneously

The Design Process

Graphic design enables us to communicate visually



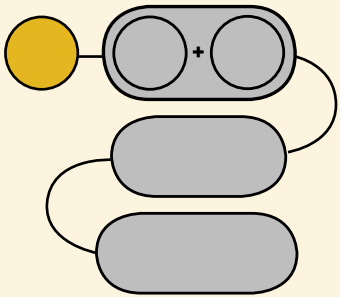
Choosing a Graphic Designer

Arrange a meeting to discuss your project where you can...

1. be sure it is somebody you can work with
2. see samples of work similar to your project
3. ask them for an estimate of design costs for your project
4. find out how they work - it may vary from designer to designer

Working with a Graphic Designer

It is vital to provide your designer with a clearly written explanation of the design project, outlining your aims and objectives. Your designer will often go through this process with you making sure you both understand each other.



This information is known as a design brief

The brief is very important, as

- 1.** It serves as a critical point of reference for both you and your designer
- 2.** It addresses relevant design issues and their practicalities *before* the designer starts work

The Design Brief

Company Profile

Introduce your company with a short description of your organization.

- Include a company mission statement or philosophy
- Give a concise company history
- Describe your company niche and industry sector

Project Goals

Define the project and desired outcomes

Sitting down to write the design brief will help you set those goals.

Say how and where you want your project used
ie. poster campaign, advertising (specify which publications), signage, etc.

Target Audience

Identify your primary audience and address new markets you want to reach.

Be specific with any demographic figures about your audience that you have such as

- age
- gender
- household income level
- occupation
- geographic location

Budget and Schedule

Even if you can only provide a ball-park figure, **a budget expectation** will give the designer a good idea of the type of solution they will realistically be able to provide.

Time scale is also an important consideration - so let your designer know if there is a specific deadline that has to be met.

Consult Colleagues

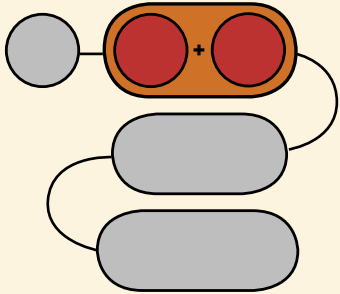
Decide who in your company will be involved in the design process and be sure to show the design brief to these people. Some may see your aims and objectives differently. **Resolve any differences now** - it will save time and expense further down the line.

Design Examples

Provide examples of what *you* consider to be effective or relevant design. If there is a design style that you particularly like or dislike - then explain why in the brief. It could be

- colour
- imagery
- quantity and quality of text
- typography
- the atmosphere that particular designs create

Make sure to include samples of your company's current marketing materials.

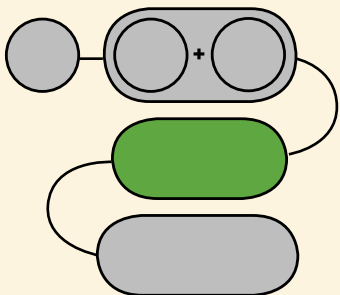


Concept & Visual Development

At this stage you and your designer have agreed on price and project specifics as outlined in the brief.

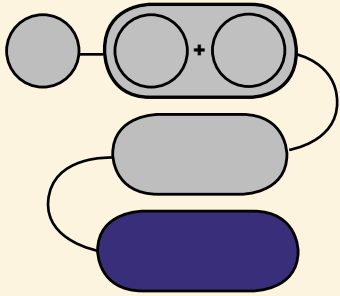
Your designer develops these ideas and presents them to you as visuals for discussion. There is provision at this stage for amendments.

It is your responsibility to check each proof and to provide corrections where necessary. Generally speaking, the artwork will not be delivered to the printer unless the final proof has been signed off by you, the client.



Implementation

The designer will liaise with the printer throughout the process.



Good Graphic Design

At this stage your company has corporate literature or branding that has been well thought out and designed to work for you. Not only will it help to achieve your business objectives, good graphic design also...

- creates a sense of what a company is about, its values and ideals. It can give your business a personality
- is the most efficient way to communicate with your customers
- gives you a strong visual presence in the market place - enhances recognition
- serves to differentiate you from your competitors, making it clear exactly why they need to choose your products or services
- demonstrates that you have the sharpest vision of what your customers want
- indicates competency and an ability to get the best from every situation