



# GRAPHIC DESIGN

**If you haven't had much experience in managing and placing print, it can be a confusing task. That's why you would want to use a design company to handle those problems for you. But it is important that any prospective client understands that in order for the process to go smoothly, they do have certain obligations to meet. So we have put together a guide to help you.**

## **Budget & plan a schedule**

You may not know how much 10,000 1/3 A4 leaflets cost, but if you know how much you are able to spend, this will give the designer an idea of what can be produced for your budget. Remember there will be two costs included in a single quotation, the printing cost and the designers time.

If you plan ahead the process will go smoothly. Any rushed job is exactly that, and it will show. Giving a designer '**time to design**' is important. The job will be professional and should be free of the simple mistakes which usually happen with projects that are rushed. Building **time** into a plan means things can be checked properly and if there are any changes to make you'll have the **time** to do them.

Sometimes a client may not understand why they have been quoted a price, then find the cost is more when they receive the final invoice. But if numerous changes have been made to an agreed design, or the design has been completely changed, or a picture has been replaced, but had to be sent away for scanning, then these amendments will have to be charged for. A designer will usually include **time** in a quotation for minor amendments, but not for amendments that seriously impact on **time** or incur costs. This is a deadline business, so plan your project as best as you can to avoid these things. The key is **communication** between the client & designer, and the designer & client.

## **Produce a written design brief**

You've had a meeting with a designer and discussed what you need. You walk away feeling that you have explained what you want and the designer has understood you. You wait for the first visuals to arrive and end up being disappointed because it's not what you expected. If you write down exactly what it is you want it clarifies everything. If you receive visuals that miss the mark then you can say, '*look, it's here in the brief, this is what I want*'.

Remember, designers are only human and we're not going to get something right the first time, every time, but it's nice when we do. You will usually find that a **well briefed job takes less time to do**, simply because both parties will know what it is they have to do to get the job done.

A design brief does not have to be an essay but it should include the key factors you think necessary. The design brief can easily be written at the end of a meeting and a typed up copy sent later, as the points you will have discussed will be fresh in your minds and issues you were not aware of will probably get raised because you will have had the designers input and experience to help you.

## **Supply the correct files**

### **1. Text Files**

Supply text as complete as possible, in a Microsoft Word text file. Expect phone calls if you supply hand written material.

### **2. Logos**

Supply logos in an **Illustrator Vector EPS file**. Whoever designed your logo should supply you with this file. Logos from a website are no good, these are 72dpi. Anything in print is required to be 300dpi, otherwise it will pixelate. **The advantage of Vector EPS files** is that they are infinitely scalable, so if you had to produce your logo on a giant billboard the same file can be used. These files are also small in size and can be sent by email. Sending a logo as an image means you can **only use it** on the background colour of the image, and you're restricted to the image size. If you're unable to supply the correct format, a designer can re-draw the logo, but you will probably incur a charge.

### **3. Photography**

If you supply the photographs yourself, the images must be 300dpi. If you are supplying JPEG files from a digital camera make sure they are saved with no compression. Check with you designer first, and send any files on a CD. Sending numerous files by email will only clog up the system. If the images are not of good quality and have to be corrected in any way, this can incur costs. If you're not confident about your standard of photography, include in your budget money for a photographer.

## **Deposits**

When accepting an assignment, we will be incurring many billable hours prior to even delivering a preliminary design: time spent doing research, brainstorming, conceptualization, and developing layout ideas. Without a deposit designers are essentially working on spec (doing work that we may not get paid for) or extending credit.

A deposit, including interim payments, benefits the client by not requiring a huge payment at the end. This helps to insure the design process and final delivery doesn't get held up or delayed due to outstanding payments. Deposits are calculated according to each project. A short term project will usually be 50% with the balance on delivery. Long term projects can be 30% or a specific amount or percentage each month. We would discuss this with the client first and include any agreement in our quotation.