

## Working With a Designer

Design is subjective. What looks good to you might be horrendous to another person. As they say, one man's junk is another man's treasure. So, it would be wise to consider that designing is not just about **HOW YOU FEEL** but also about **WHAT YOU WANT TO COMMUNICATE**.

A good designer is interested in making something **LOOK** better, **SELL** better and **WORK** better. So, give your designer the space to be creative. Here are some tips to help you work efficiently with your designer.

- 01 Tell your designer what you want to say rather than how you want it to look.**
- 02 Supply your designer with all necessary information.**

You want your designer to create a design specific to your needs. Therefore, make sure that you also provide a final proofread content and any other artwork you would like to include, i.e. your logo, photos, taglines, content writeup, etc.
- 03 Do your research! Determine your target market, theme, etc.**

Remember, you are designing for your customer, not yourself, your friends or your colleagues. So, be specific and make sure your message and content is clear.
- 04 Don't add features as you go along.**

Adding features as you go along, will mess up the design, frustrate the designer, delay the project and incur additional cost. So make sure you think through of everything before your designer engage on the designing process.
- 05 Don't design by committee.**

Remember the old saying, "too many cooks spoiled the broth"? The same applies for design work. When you have too many opinions or input flowing about, the end result will always be watered down. You can't please everybody.
- 06 Focus on your logical or emotional impressions.**

Instead of saying, "I like yellow," get to the root of it and say "I want something that feels warm," or "I want something upbeat and friendly." This gives the designer more to work with. Why? Because your customers may not "like" the same things you do, but a good designer can convey the impression you want them to have.
- 07 Trust your designer.**

Don't micro manage your designer. View us as someone who can help bring your business to another level. Brainstorm with us. Inspire your designer by giving them the message you want to convey and the freedom to convey it in a fresh, new way.