

Professional Studies

For Design Professionals

Getting work and keeping the client happy.



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- **In the past few weeks we've looked at protecting your work and IP**
- **We've looked at ways to put a value on your time**
- **We've explored marketing**

But how do you get work in the first place?

And when you get it, how do you keep it?

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Self Promotion

- **Look Good - Be professional and presentable**
- **Portfolios - Hard copies, digital copies, and more than one**
- **Websites - Swap links, post work on design sites/forums**
- **Be aware - Advertising and design publications, what's going on?**
- **Get out there - Identify your market, then approach it!**

**Don't just sit by the phone waiting for it to ring – it won't.
You need to let potential Clients/Employers know that you
are available for work!**

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Interviews

- **Applying - Trade Journals, National Press, Web, Cold Calling**
- **Research your potential employer**
- **Turn up appropriately dressed and on time**
- **Think before you answer, be prepared**
- **Think of questions in advance**

Prepare for the interview and sell yourself – employers won't know if you're right for the job unless you tell them

Preparing for the Interview

Have you researched the area ?

Will you be happy there - and can you afford it etc ?

[LINK TO US](#) • [FEEDBACK](#) •

Powered by 

Property prices July to September 2000

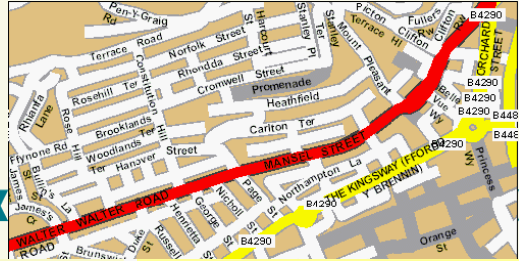
	SA1 6ED	National average
Detached	too few sales	£168,324 (44870)
Semi-detached	£41,849 (7)	£93,088 (61524)
Terraced	£40,442 (27)	£81,766 (68805)
Flat	£22,760 (3)	£109,223 (31372)

[Click here to see a map of this area](#)

Map

Click on map to re-centre

Zoom in [Zoom out](#) Map scale: 10,000



[Top of page](#)

Preparing for the Interview

So you know what the area is like..what next?

Transport organised - maps etc. at the ready?

Appropriate clothes are ready to wear?

Plan what you will say - avoiding notes - test yourself.

Keep that interview letter with you.

Interview – on Arrival

Plan to be there - up to half an hour early.

Check with reception that the interviewer's name is correct.

Interview – keep in mind

The interviewer needs someone like you.

**Leave pauses, time to think about answers -
don't rabbit!**

Don't know? Express a willingness to learn.

What if? What is? Why? Stay calm and think first.

Interview Question Examples

Why are you interested in this job?

Why are you particularly suited to it?

How much would this cost?

Have you worked in a team and how did you contribute?

If there was this problem.. How would you tackle it?

Interview Question Examples

These questions are designed to unhinge you

So always, always keep cool

Simply give it your best shot

Watch out for change of pace, keep on your guard for the next similar question

All of these examples came from ex - students!

Interview – Keep in Mind

You are constantly presenting yourself

Try to retain composure and confidence

Pleasant smiles help, even if they are not returned

Watch out for defensive body language, it can creep up on you

Keep natural eye contact with the person asking the question

Don't forget the other interviewers if there is more than one

Interview – conclusion

When your turn comes for questions be prepared....

What are the main responsibilities?

What problems are commonly encountered?

What kind of time frames are normal?

**How does the team operate?
(Who will you work with?)**

What plans do they have for future development?

Interview – leave to last

Any questions about terms and conditions / pay etc.

Ask these only if you have to, they can always be checked later if the job is offered.

A pleasant thanks for their time

With a reminder of how interesting its been

Even if by now you hate them!!!

Interview – after the event

Make some notes on the journey home or asap

What in your mind went well, or didn't?

What surprises were there?

You will re-live your answers, jot some down

This will become a valuable source of reference

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The client commissioning process

- **Turn up on time and know your potential client/employer**
- **Get to grips - If you are unsure about a brief - ask questions!**
 - **Plan - Give yourself time to plan and research**
- **Be clear about the timeframe – Visuals, proofs, final work**
- **Get creative - Thumbnails, notes - Produce more than you need and pick the best!**
 - **Deadlines – Never, ever miss an agreed deadline!**

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What happens next?

You' ve got the job – so where do you go from here?

- **Start the day well – Get into a good routine**
 - **Check/respond to mail**
 - **Forget daytime TV!**
 - **Keep in touch - follow it up!**
- **Credits - put your name to your work**
- **Build your portfolio - chase up copies of commercial work**

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Workspace – should be organised, comfortable and inspiring – but remember, clients may visit!

- **Lighting - well lit - natural light bulbs?**
- **Comfy chair – will be spending a lot of time in it!**
- **Telephone – separate number answered professionally**
- **Answerphone – perhaps giving mobile contact**
- **Mobile/alternative number – you don't want to miss out on that big contract**
- **E-mail/website**
- **Back up work – CD/DVD? External drives, online back up.**

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Getting paid for your hard work

- **Know your rights if work is rejected through no fault of your own**
 - **At visual stage – go for 25% of the total fee**
 - **At completion – go for 100%**
- **Send out an invoice as soon as work is signed off**
- **Don't expect to be paid immediately**

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Get Legal

- **If self-employed, register for tax straight away**
- **National insurance – set up a direct debit**
- **Keep accurate accounts**
- **Do you need an accountant?**
- **Numbered invoices – start from 00100 ;0)**
- **Separate business bank account?**

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Remember, it's your head on the chopping block!