HOW DO WE VALUE OUR TIME?

DESIGNER/CLIENT | GD 1ST YEAR 2021/22

VISUAL STUDIES 2

Graphic Designers

There are many ways that graphic designers work out how much to charge for any given job.

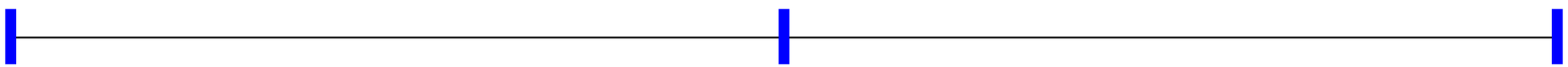
Do we charge by how much time a job takes us?

Do we charge by how big and important the job is?

Do we have to justify our prices to our clients?

Pitching your Pricing

We have to be aware of the impacts of both ends of the scale.



Charge too little, and the client may well question your talents.

???

Charge too much, and the client may refuse to give you the contract.

Working Graphic Designers

Charging by the hour is a great way of starting out as a designer. There is a clear logic to it which helps give both;

Clients using an ‘unknown’ designer, a structure of exactly what they are paying for

Designers the confidence to get their name out there, to start building a reputation.

HOW MUCH DO YOU SPEND IN THE AVERAGE MONTH?

The Break-even Calculation

For this, we need to work out our outgoings in any given month.

For this example we will use national averages. You can do your own calculations.

Rent / Mortgage	**700**
Bills	**100**
Taxes	**100**
Loans	**50**
Food	**150**
Car	**200**
etc...	
What is your estimate?	**1300**

The Break-even Calculation

Chargable hours.

For this we must work out how many hours in an average day we spend working on graphic design projects.

5 hours a day?

x 5 days a week

x 4 weeks a month

= 100 Chargable hours

The Break-even Calculation

So to get our ‘break even’ we must divide our outgoings, by our chargeable hours.

For this example we are talking:

1300 divided by 100 = 13

So just for you to be able to live as a graphic designer, you must charge £13 an hour if these are your outgoings.

At this point in our careers, you may not yet have the confidence to hand out massive invoices for your design work.

The break-even calculation gives you an absolute bottom line to work from.

CONFIDENCE & REPUTATION

WHAT DO YOU WANT YOUR ANNUAL WAGE TO BE?

Starting salaries for junior graphic designers are in the region of £19,000. Once you've gained some experience, salaries can rise to £27,000.

At a middle level, you can expect to earn £25,000 to £35,000.

Salaries for senior graphic designers or creative leads range from £35,000 to £55,000.

Source: Prospects.ac.uk

What do you want your annual wage to be?

Another way we can work out an hourly rate is to work out what we wish to earn in any given year.

This example is based on an annual income of £30,000.

30,000 **a year**

2,500 **a month**

100 chargable hours

2500 divided by 100 =

£25 an hour

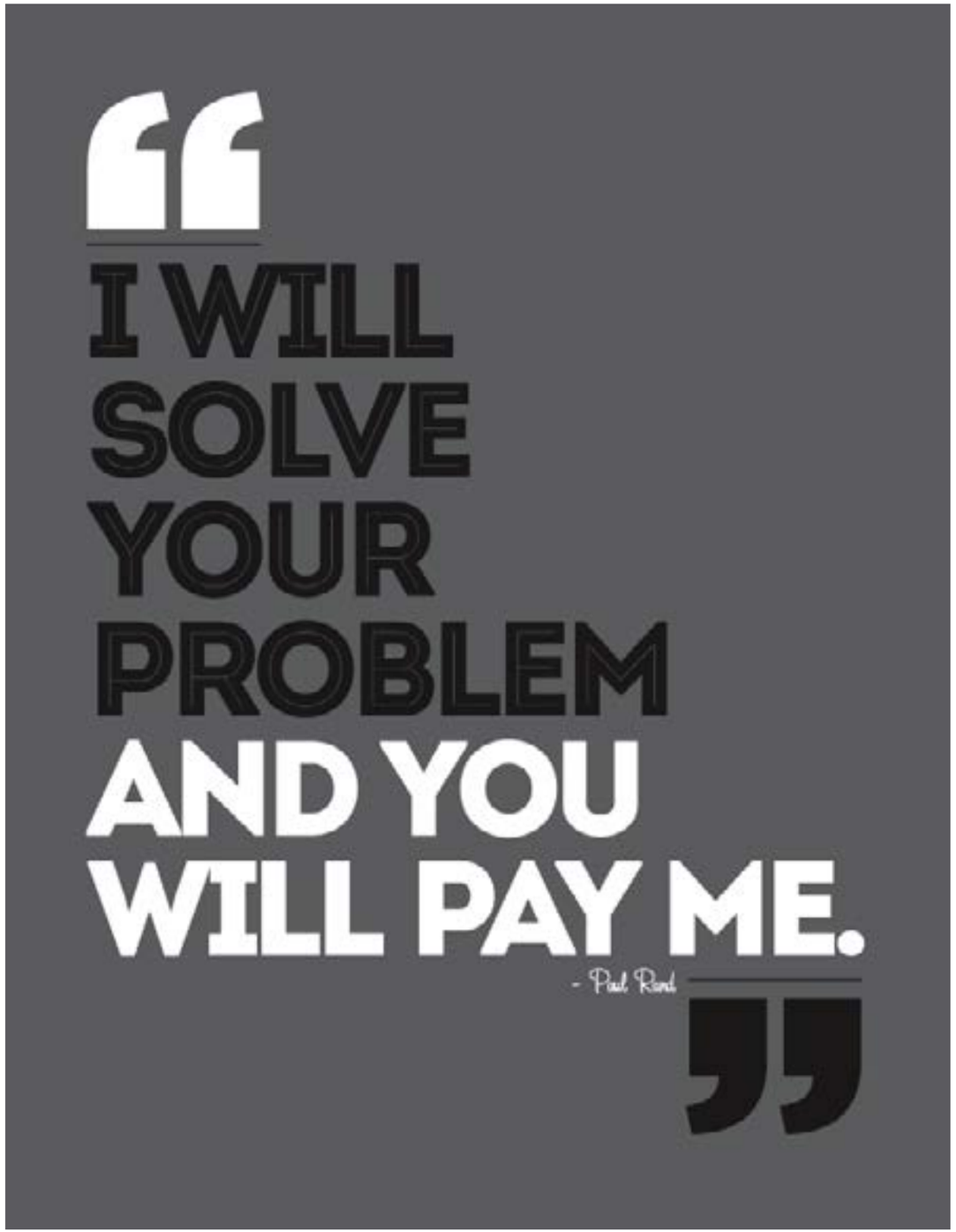
The average hourly rate for a freelance graphic designer in the UK is £27.50
The Freelancer Club

Reputation

Its safe to say that a major factor to affect pricing structures is reputation.

Paul Rand:

‘It may take 10 minutes, it may take a year - I will solve your problem, and you will pay me.’



Fair or Unfair?

This logo was designed by graphic designer Milton Glaser in 1976 in the back of a taxi and was drawn with red crayon on scrap paper.

He charged $2000.

The logo earns **$30million** every year for the state.

An interesting talk to check out.

Pricing Design Work & Creativity

This video is very interesting, and offers another perpective on pricing design work.

Pricing structure based on the client themselves.

https://www.youtube.com/watch?v=RKXZ7t_RiOE&t=23s

Working by the hour

There are pros and cons to pricing your work by the hour. But it does come in handy when justifying a price to your client.

By charging by the hour, some argue that we are making the assumption that time is all we are charging for.

How do we feel about this?

So what can I charge for?

As a freelancer, you should charge for ALL the time you spend on that work. This includes:

Researching the markets, visual styles to work out the best solution for your client

Drawing up ideas - sketching, drafting

Meetings and correspondance with your client

Pitching your design solution

Amendment stages * This is very important

There is no one solution to this problem, but charging by the hour is a good way of setting yourself up as a designer - to build reputation and access to the bigger jobs.

With this in mind, I would like you to keep your timesheet up to date.

Track all the hours you spend working on this project - and at the end we can work out how much you would had to have charged.

Meeting Your Client

Email / Teams / Face to Face

There will never be any substitute for actually talking to your client face to face. You are afterall being asked to reflect THEM, through graphic design - and its your job to bring out the personality of your client.

Hopefully you have all contacted your client, or at least are ready to do so today.

Email exhange is acceptable if that is what the client has asked for.

INTERPRETING YOUR CLIENTS RESPONSES

Writing up the Brief

After speaking to your client, you will need to summarise your findings into a brief.

This can be designed how you want - but it needs to hold this information:

Name & Contact of Client

Work to be Completed
(Logo, Business Card, Letterhead, Comp Slip)

Date to be Completed
(Formative 1st March, Summative 26th April)

Background
(Any relavent info your client gave about them as a person, and appropriate visual style comments)

Audience & Competition
(What work are they looking to get)
(Age demographics, Geographical, Types of employer)

Needs
(Anything your client says needs to be included or represented in the designs)

Budget *(Hypothetical)*

Timeline *(Draft stages, dates of first & future meetings)*

Further Comments

GRAPHIC DESIGN BRIEF

sn@p
print design websites

Today's Date: _____

Project Name: _____

Current Client ☐ New Client ☐

CLIENT DETAILS

Client's Name: _____

Company Name: _____

Phone: _____

Email: _____

Website: _____ no website ☐

Do you have a logo? Yes ☐ No ☐

(If yes, please supply as a vector file if possible – this is typically saved as a .eps, .ai or high resolution .pdf file)

If no, do we need to design one for this project?

Yes ☐ No ☐

(If yes, please outline requirements in specifications paragraph – feel free to include colours, tone, and any imagery / existing logos you like or dislike. The more details we have the better!)

PROJECT PARAMETERS

Objective / Goal of the Project: _____

Target Audience: _____

Deadlines / Timeline: _____

Budget (if applicable): _____

PROJECT DETAILS

(Please include any brand guidelines we may need to adhere to, such as colours, fonts, styles, etc.)

Is there a tagline, existing copy and call to action? _____

Is there a brand and style-guide? _____

Where will the graphics appear? _____

Are there visual cues, or motifs as a starting point? _____

What competition are you benchmarking against? _____

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Your Creative Brief template.

Use this to tell me details about the project you have, this can help you get the best value and result from my services.

Name:

Company:

Project Overview:

Provide a brief description of the project.

Objectives:

List desired outcomes and deliverables, strategies for success and measurable results if possible.

Creative requirements and considerations:

Format / Layout / Tone / other requirements.

Visual Language

To make a start with the design work, I would recommend going through your clients responses to your questions with a highlighter - identifying keywords to help guide your design choices.

Look for any stylistic clues, (Retro, Quirky, modernist, post-modernist) as a starting point, and if helpful, you can create a moodboard around that visual language.

Visual language can be defined as a system that communicates through visual elements.

THIS WEEK

- **Work out your break-even & desired income figures.**
- **If you haven't already, get in touch with your client.**
- **Summarise your 'interview' findings into a design brief.**
- **Identify keywords in your clients responses.**

Following these stages will really help you get a sense of the task ahead. Once you have done these, you can crack on designing.