

DRAFTING & DEADLINES

DESIGNER/CLIENT | GD 1ST YEAR 2020/21
VISUAL STUDIES 2

Deadline

We should now all be at the stage where we have been in contact with our clients, and drawn up a brief.

Many of you have started sharing your sketched ideas and moodboards.

Due to the fact that we had to gain approval for email sharing - many of us lost a week of designing.

With this in mind the deadline will now be pushed back to:

8th March

Formative Deadline

This deadline is a formative stage and I will be looking for a PDF following this template:

Slide 1 - Your Research (summarised)

Slide 2 - A written up and designed brief

Slide 3 - Moodboards & Keywords

Slide 4 - Sketched logo ideas

Slide 5 - Developed logo(s)

Slide 6 - DRAFT Business card, Letterhead & Compliment Slip artwork

Slide 7 - A designed & filled out Timesheet (so far, as this will be added to)

Summative Deadline

You are welcome to keep working on this with your client beyond the 8th March - up until the summative deadline.

That is the date you will need to hand in:

Your Complete Research

A written up and designed brief

Moodboards & Keywords

Sketched logo ideas

Developed logo(s)

DRAFT Business card, Letterhead & Compliment Slip artwork

FINAL Business card, Letterhead & Compliment Slip artwork

A designed & filled out Timesheet

A short report from your client

A short report from you



= work already completed for formative

Client Report

This was mentioned in the 'Role of the client' info that you sent over initially.

Your client will give you a small write-up outlining how you handled the brief, and give feedback in terms of strengths & weaknesses.

Designer Report

You will respond to the points outlined in the client report, and sum up:

- (a) how you think you performed working with a client
- (b) evaluate your experience and the work you have created

Both reports need to be handed in for the summative deadline: 26th April

We all have different styles of working

Peter Saville / Factory



Drafting

Depending on how you work with your client, you may have multiple drafting stages. They may ask to see the work as it progresses, or choose to take more of a back-seat.

This is fine but we will need to set some boundaries.

Drafting in the real world

As a standard approach, a graphic designer would charge for each draft stage. This would be set out in the brief.

‘Artwork supplied. Any amendments will be charged as additional’

‘Artwork supplied and one amendment stage’

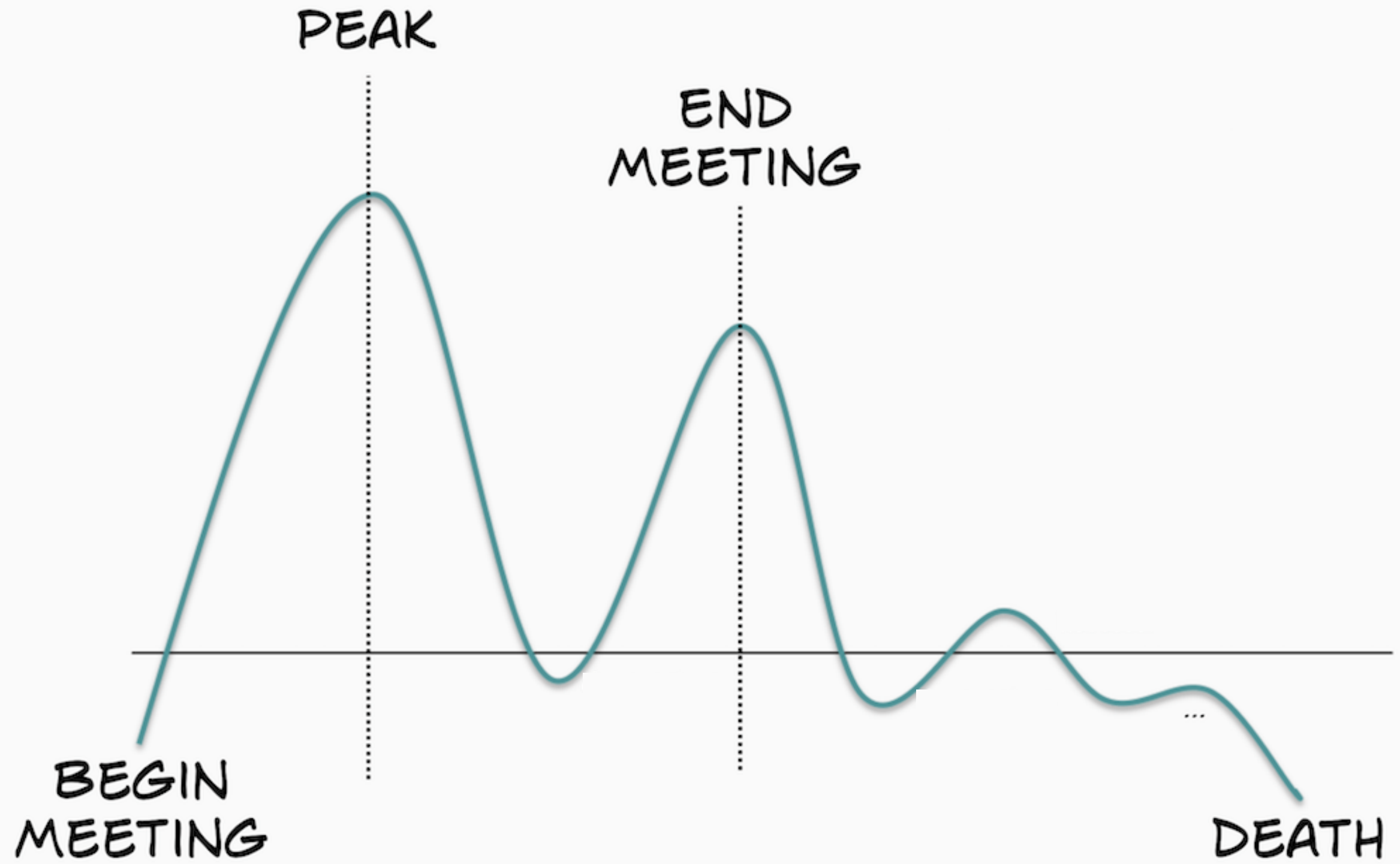
We won’t worry about this, however feel free to say to your client: ‘this is the final amendment stage’

Pitching

How you deliver your drafts is up to you as the designer, unless your client has expressed how they would like it.

You could be pitching your ideas via Teams, which can really help your client understand your approach.

A designer should always be given the chance to do this, as it really helps contextualise the work created.



Top Tip for Pitching

If you have a number of options for your client to look at - make sure you only include work that you would be happy if they went with.

Sods law dictates - they will ALWAYS choose the one you don't want them to!

Designer - Client Relations

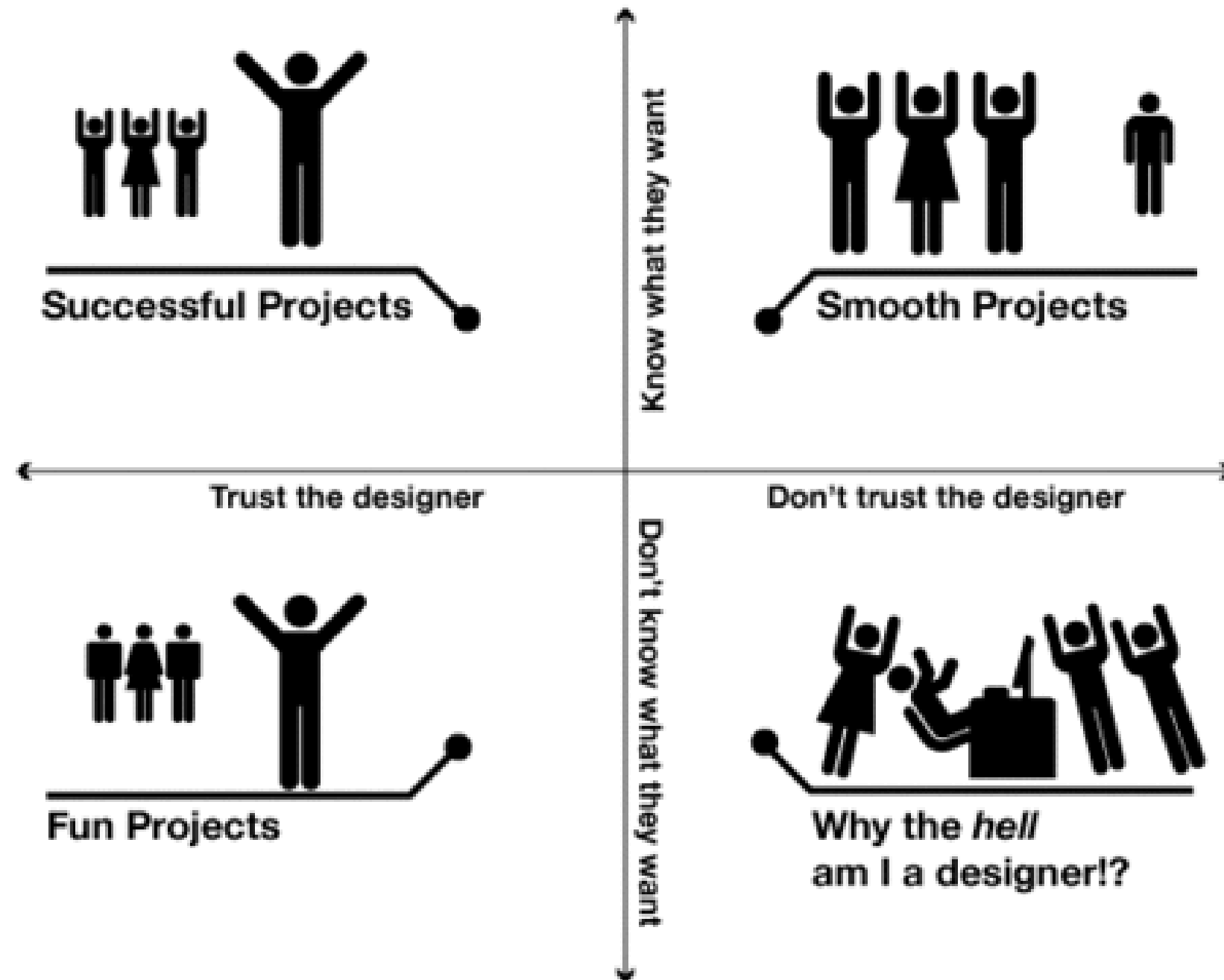
Be open to amendments
and taking your clients
thoughts on board

If you disagree, remember
you can always present
multiple ideas

Establishing bad working
relationships will really
follow you - but remember,
you are being hired for
your skills.



Types of Clients



Listening is a design skill

The client who feels “heard” is the client who will trust you. Trust is the basis for good working relationships.

A client who trusts that you have their best interests in mind is more likely to be persuaded to consider new ideas and is easier to negotiate with.

Taking Feedback

Constructive feedback is an essential part of the design process.

It can sometimes feel as though you have failed, when your client comes back with a list of amendments - but it is really important to accept that you may not hit the nail on the head straight away.

“

**Take it on board,
but don't
take it to heart**

”

HOWEVER...

The client is not
ALWAYS right.

Feel free to push your client. “I don’t like it” isn’t good enough. It is not constructive.

If they want pink, question WHY they think that pink is best. “Because I like it” isn’t good enough either.

The Key to Good Design is Good Communication

Communication

Both you as the designer, and the second year as the client are being tested on professionalism and communication.

These two factors are absolutely essential in the design process.

The Designer/Client relationship works both ways.

Don't be afraid to challenge your client, but it must be done professionally.

Equally, if you feel your client is rude or unprofessional, call them out on it in your report.

The recommendation is to always talk through your work face to face. This allows for greater understanding on both sides.