THE BRIEF & THE TIMESHEET

DESIGNER/CLIENT | GD 1ST YEAR 2020/21

VISUAL STUDIES 2

Recap

For this project, you are being asked to design a corporate identity for a second year graphic design student.

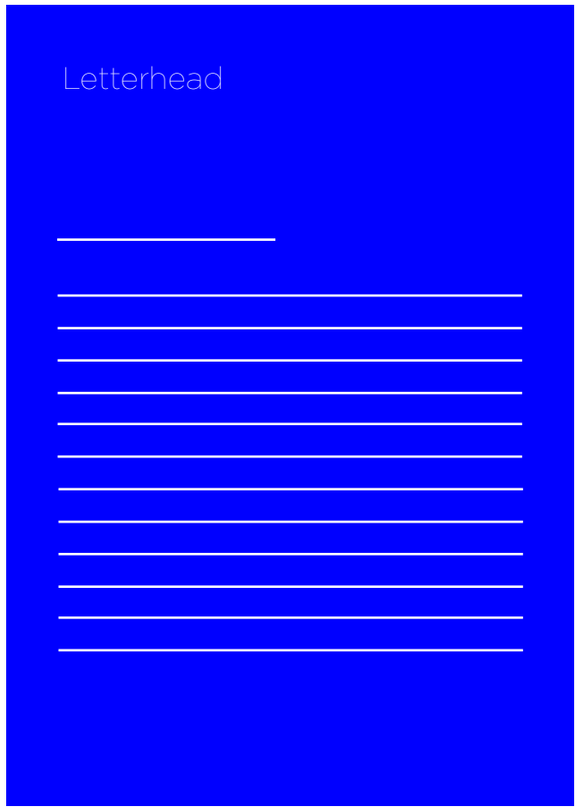
Your work will be to advertise their services as a freelance graphic designer.

Please note:
This is a hypothetical challenge, your second year does not have to use your work out there in the real world.

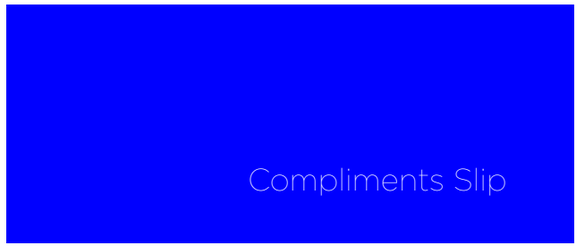
The Corporate Identity

A basic Corporate ID consists of these materials:

These come in all shapes and sizes. The standard UK dimensions are 55x85mm.



Traditionally A4 'Headed Paper' for letters/emails



A supporting slip of paper for handwritten notes, or formal thankyous.

The Logo

As we discussed last week, logos come in shapes and sizes. Some are icons, some are purely typography - but they all serve as identity marks.

Your client may well outline certain requirements regarding the logo, but some may be more flexible. That will be up to them.

Top Tip

When designing a graphic mark, its important for it to be versatile.

Starting your designs off 'mono' (black and white) will help you ensure it will work across all platforms and uses.

The Business Card

There are standard formats to business cards - but you are not restricted by them.

Client budgets often dictate how adventurous you can be.

Feel free to push the realms of what a business card can be. You will not be required to do a print run.

The Letterhead

Letterheads are naturally a more restrictive. They often need to be printed when needed, so a standard A4 size is often favoured.

They are however, a nice chance to show off the wider ‘brand’, bringing colour and additional typography into the equation.

The Compliments Slip

This is the more personal touch for company correspondance.

Most commonly a ‘DL’ size, which is a third on an A4. But you are not restricted to this.

How do we start?

In this project it will be your responsibility to write a brief, with all the specifics outlined by your client.

This will mean you will have to essentially ‘interview’ your client - to get all of the information you need to be able to start designing.

What do we need to ask?

1. Name of client

You will need to ask them how they want to pitch themselves as a designer. This may be their full name (Joe Bloggs) , surname only, (Bloggs) referencing the service (Bloggs Design) or even a company name.

2. Contact details

How do they wish to be contacted?
Email / Phone / Social Media etc.
You need to ask this in terms of how you contact them as the designer, but also what details they want on their business cards.

3. Product / Service description

Are we talking straight forward 'Freelance Graphic Designer'? or maybe they want to add in extra skills like 'Designer & Illustrator', or even pitch themselves more widely as a 'creative' service.

4. History, present position and goals for future

Are there any personal details that may affect your design choices? Get to know your clients background. You need to understand them as a person, and may wish to reflect something nice and personal to them within your design.

What do we need to ask?

5. Desired Areas of work

What areas of work does the client wish to get into or attract more of?

6. Competitor information

Who are your clients competitors within the industry?

7. The Message

What is the function of this I.D?
What is the desired response?

8. Target Market Demographics

Age, gender, income, employment, geography, lifestyle...

9. Budget

Could be an estimate based on similar past projects. This is hypothetical.

10. Timetable

When does your client need this work? Do they require draft stage? How many? When?

The Brief

You can add other questions you feel are relevant - and give your client the chance to make further comments outside of the questions you are asking.

If you interview your client, be sure to make notes, or record the answers.

You will need to gather the answers to these questions, and summarise your findings to construct your brief.

The Role of The Client

There is a section in the assessment specification that needs to be sent to your client.

This outlines their role, and what they need to supply you. Send this ahead of your meeting, as it will give them time to prepare their answers.

They are required to write a short report of how you (the designer) perform.

Meetings

This projects aims to simulate the daily working requirements of a graphic designer. Professionalism is very important.

Communicating through email is best, as it sets certain boundaries straight away. You are however able to allow your client to dictate how they wish to converse going forward. Social media etc is fine if that is what they ask.

WHAT HAPPENS IF...?

You don’t hear from your client.

The clients have obviously got their own work on, and their own deadlines - so make sure to be flexible regarding meetings or hearing back.

They will all get back to you when they can.

WHAT HAPPENS IF...?

I need another meeting.

How many times you meet with your client, is up to you to decide between you. Just be respectful of their time.

They may ask you to send some ideas over for approval, or take more of a back seat - thats up to them.

What happens if...?

My client wants
something awful.

We don't always agree
with our clients. Tastes
can wildly vary.

Its your obligation to take
what you client says on board -
however its important to instill
a little bit of your own creative
flare at the same time. Its a tricky
balance. Remain professional.

Top Tip for Future

If you and your client really are
worlds apart, and you believe
there is a better design solution
- you can always present both.

Carry out what they ask, AND
approach it how you would, and
show your client both options.

Healthy discussion is a
good thing.

The Timesheet

You also need to produce a timesheet, to keep track of the hours you spend designing for your client.

This will essentially be a ‘journal’ your experience.

You must include:

Time spent meeting your client.

Time spent researching, exploring ideas, developing your final ideas.

Time spent working on client amendments and suggestions.

The total hours spent working on the job.

From this we will work out how much you would need to charge.

Time Sheet

Date	Log on	Log off	Total Time
16/03/13	10.10am	12.40pm	2hr 30m
19/03/13	15.50am	15.20pm	1hr 30m
27/03/13	09.10am	12.40pm	3hr 30m
28/03/13	17.30pm	21.30pm	4hrs
01/04/13	20.30pm	22.00pm	1hr 30m
04/04/13	11.00am	14.30pm	3hr 30m
07/04/13	12.30pm	14.30pm	2hrs
10/04/13	17.30pm	18.30pm	1hr
TOTAL			19h 30m

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Example

This is an example of a working designers timesheet.

You can see how it is used to keep track.

Also however, add a column to state what that time was used doing.

THIS WEEK

Design a Timesheet

Draw up the ‘Briefing Template’ - Decide on the questions you want to ask your client