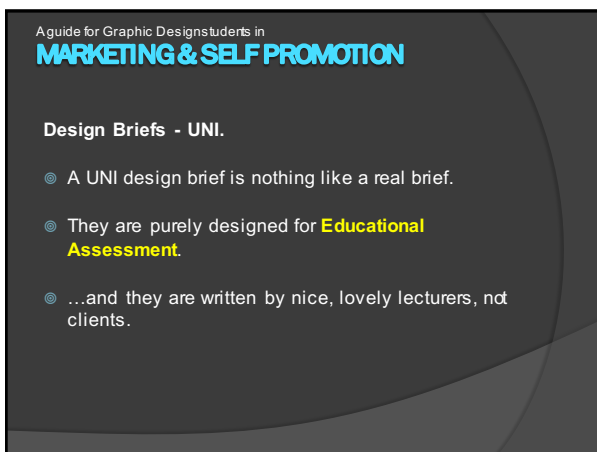
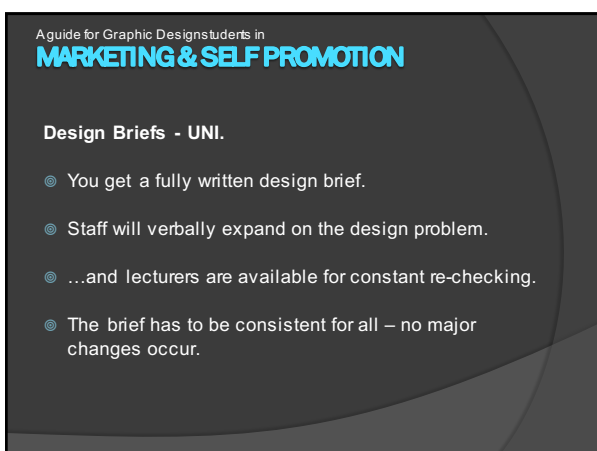








A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Design Briefs – Client (Professional).

- The brief is formulated by the client.
- What they want and what they need may be two very different things.
- The client will probably have very little knowledge of design processes and how long it may take.
- Will be working to a budget.

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Design Briefs – Client (Professional).

- The client may request your guidance.
- You may need to help them to make good design choices.
- Remember – Communication goes both ways!
- Details are often not clear or even missed out.

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Briefing Prep – What should you take?

- Before the briefing try to get an idea from the client what they are after.
- Take samples of work to show the client.
- A notepad & pen.
- A checklist of questions. You will need to get more information than your client thinks you need.

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Possible Checklist Questions.

- What are the aims of the design?
- To whom is it aimed?
- Print or Web? (or Both)
- Any colour considerations?
- Any size restrictions?

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Possible Checklist Questions.

- Is there a budget? Does it include the print run?
- Is there a proposed number of pages?
- Will illustrations / photographs be provided or will they need to be commissioned?
- What references are available? Any corporate restrictions?

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Possible Checklist Questions.

- How much copy will be needed?
- Is it available or when can it be supplied? How will it be supplied?
- When will specific resources be made available?
- When are the deadlines for ideas, artwork etc?

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Possible Checklist Questions.

- Who will be proof reading the work? (Designer or Client)
- How will payment be made and at what stage?
- Lump sum on completion of work?
- Or weekly?
- Or at production stages?

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Possible Checklist Questions.

- Terms of Copyright etc?
- Printing or ISP arrangements?
- Etc. etc. etc.

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Checklist Responses.

- Get your answers in writing or email.
- Get the client to sign it if you can.
- Make sure you cover all the info you need to do the job. **Do Not assume anything.**
- Assumption is the mother of all f*ck-ups!! And will cost you money!!

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Ex Student Comments.

- I find myself teaching my clients half the time... explaining how my job works (Darryl Edgecombe – Printing.com)
- Coming away with the right information can make the difference between getting paid or not - as I discovered! (Ian Simmons - Dragonart)

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Ex Student Comments.

- My checklist that I did at college was pretty thin... can I catch up with you to do a better version... think I need it! (Leanne Ellis - Children's book illustrator)
- We got together (a group of graphics and illustrators) like we did in year 2... it was amazing what we all thought of for that checklist (Tom Buttle - Big Fish - Little Fish, Business Plan Group)

A guide for Graphic Design students in

MARKETING & SELF PROMOTION

Ex Student Comments.

- Listen when being briefed and ask questions if you do not understand. You can not solve a problem that you do not understand. (Gavin Kirby)
- Get your content and check list signed off to protect your own arse. (Student not named)

Aguide for Graphic Designstudents in
MARKETING & SELF PROMOTION

Task.

- Develop and design a briefing form.
- You can use examples from this presentation.
- Try and think of some other questions.

Aguide for Graphic Designstudents in
MARKETING & SELF PROMOTION

A camel is a
horse designed
by committee.

Sir Alec Issigonis

Aguide for Graphic Designstudents in
MARKETING & SELF PROMOTION
