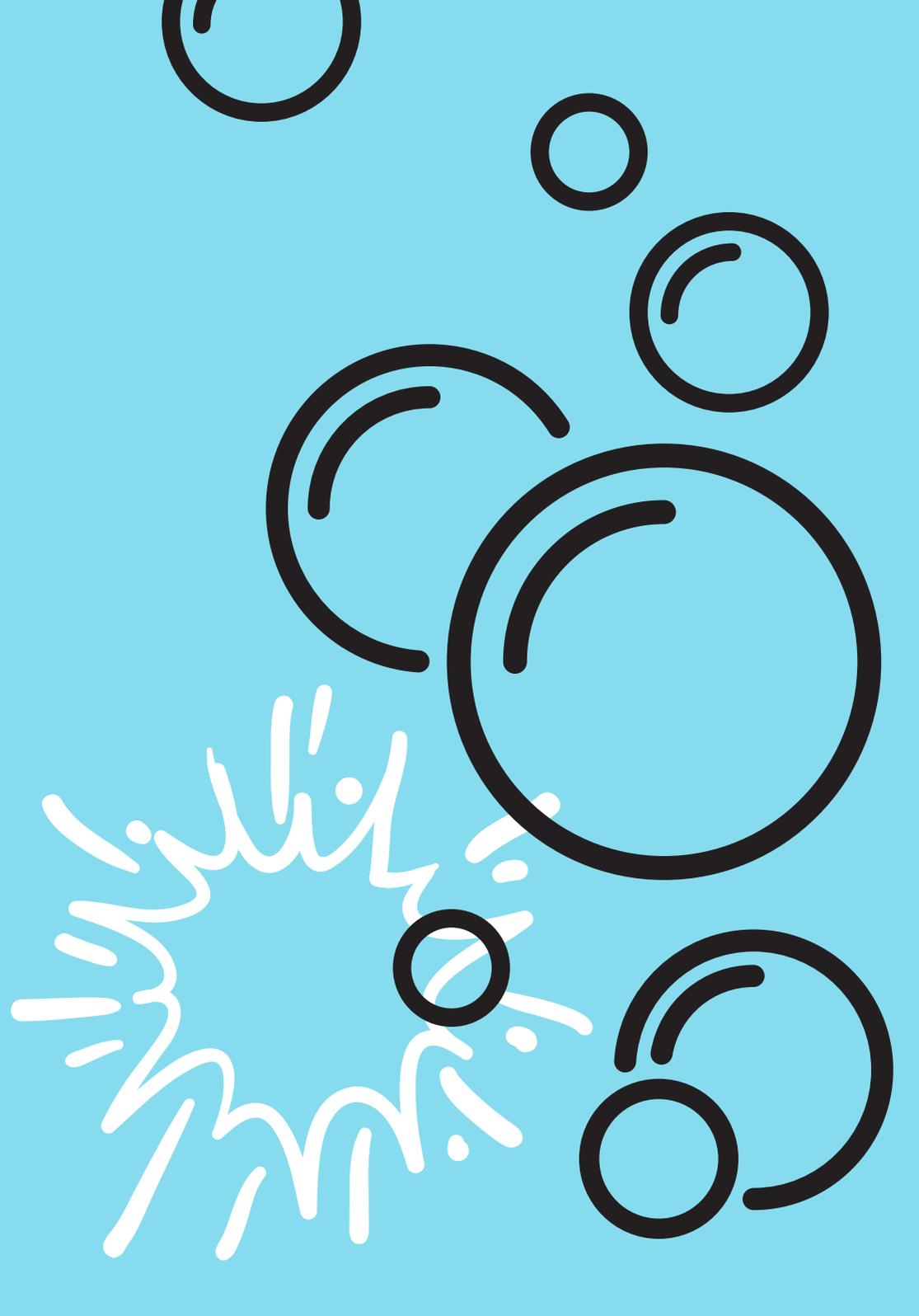


So, you need some design?

a creative's guide
on how to get the
best out of your

agency 



Burst that bubble

Graphic design is far from a load of hot air.

So, you have a project in mind and you need a designer to help you?

Let's be honest, everyone thinks they are a designer. I mean we all know how to use Photoshop, right? Well, we believe that there's more to good design than being able to Photoshop out your granny's red eyes.

You've taken the first step in looking for some design expertise and the top tips in this booklet will help you to get the best out of us!



We're the same at heart

We might wear a lot of black, but inside, we're as colourful as you.

We don't want you to feel intimidated by us and we want to feel relaxed around you. This is the start of a collaborative relationship and together we are going to produce something great.

Pinning down what you like - what tickles you? what pleases you? what draws you in? - is incredibly helpful as part of a creative collaboration. The better you understand your own taste, the more you'll be able to engage in useful dialogue throughout the process.

Find examples of design that you really like and don't like. This helps us to see our direction more clearly when we create the first visuals.

Read my mind

Don't assume that we know everything about your business.



Whilst we will try and learn as much about you as we can, the more information you can give us at the beginning, the better our understanding will be.

We want to know all about your business, to familiarise ourselves with your products and to understand your services. We're not mind-readers and so we need you to help us build up a picture. We're happy to immerse ourselves in everything you do if you give us the opportunity. If you need our help to sell a product, why not give us one to try? The more we know, the better our work will be. Start your brief by asking these three simple questions:

Who are we?

What do we do?

How do we do it?

Words don't come easy

We get it! Not everyone is a budding author.

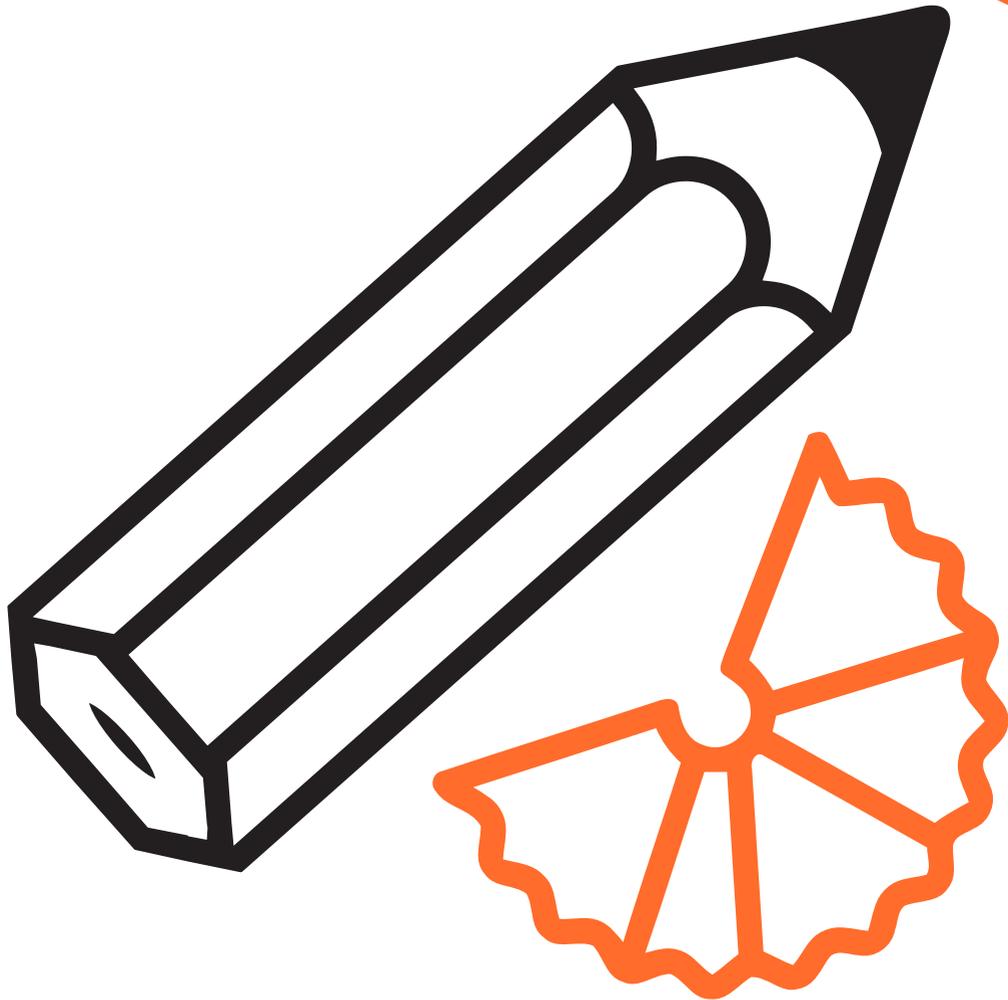
In an ideal world you will have written some copy to give us when you submit your brief, however we know that this might not always be realistic.

We appreciate that not everyone is a 'word-smith' but being given copy at the start of any project is a designer's dream. Having the words up-front certainly makes our job easier and initial visuals are likely to be a truer representation of the final product. But don't worry if you can't put anything together, we can provide copywriting too. Let us know if you need help and we can step in to create beautifully written copy whatever the project.



Love us for a reason

You have employed us to design, so trust us to do that!

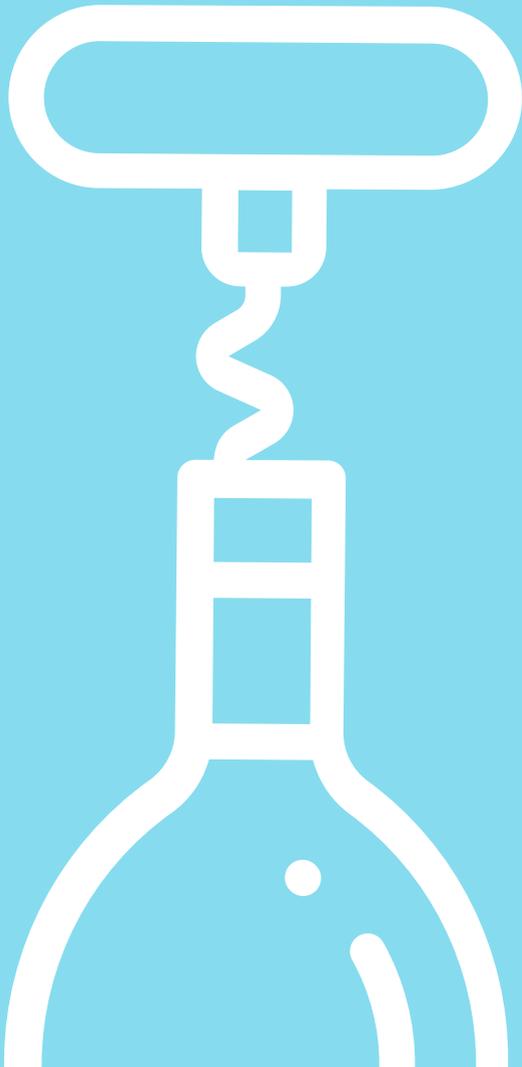


Remember... our designers have spent three years studying their craft and possibly several years fine-tuning their skills.

Designers love what they do and are notorious for lying in bed at night, playing ideas over and over in their heads. When we present an idea to you, it may just look like words and pictures on a page, but we always take great pains to get the look and feel right. White space is your friend and is usually included to create room for your designs to breathe. All we ask is for an open mind when you consider our solutions, bearing in mind our skill and expertise.

Design is like fine wine

Allow time for it to develop and mature.



We know that you are excited and desperate to get your project out there but some things just shouldn't be rushed. Give your designers enough time to deliver the goods. A rushed job is rarely a good job. Whilst we can work to tight deadlines, it's better to afford us enough time to develop and fine-tune our work.

Likewise give yourself some time to review the designs properly. Maybe live with them for a couple of days, revisiting them from time to time. Consider the solution from other perspectives.

Your feedback is very important to us – it will help us to re-evaluate our ideas and improve on them at the second stage. Take your time to consider what has been presented then feedback all your comments at the same time.

Impulsive comments are understandable, but they might send the project off in the wrong direction and if your comments are drip-fed back to us, the final designs can become disjointed.

Don't tell us you want something yellow – tell us you want something sunny and bright. It will give you more options to consider.

It's good to talk

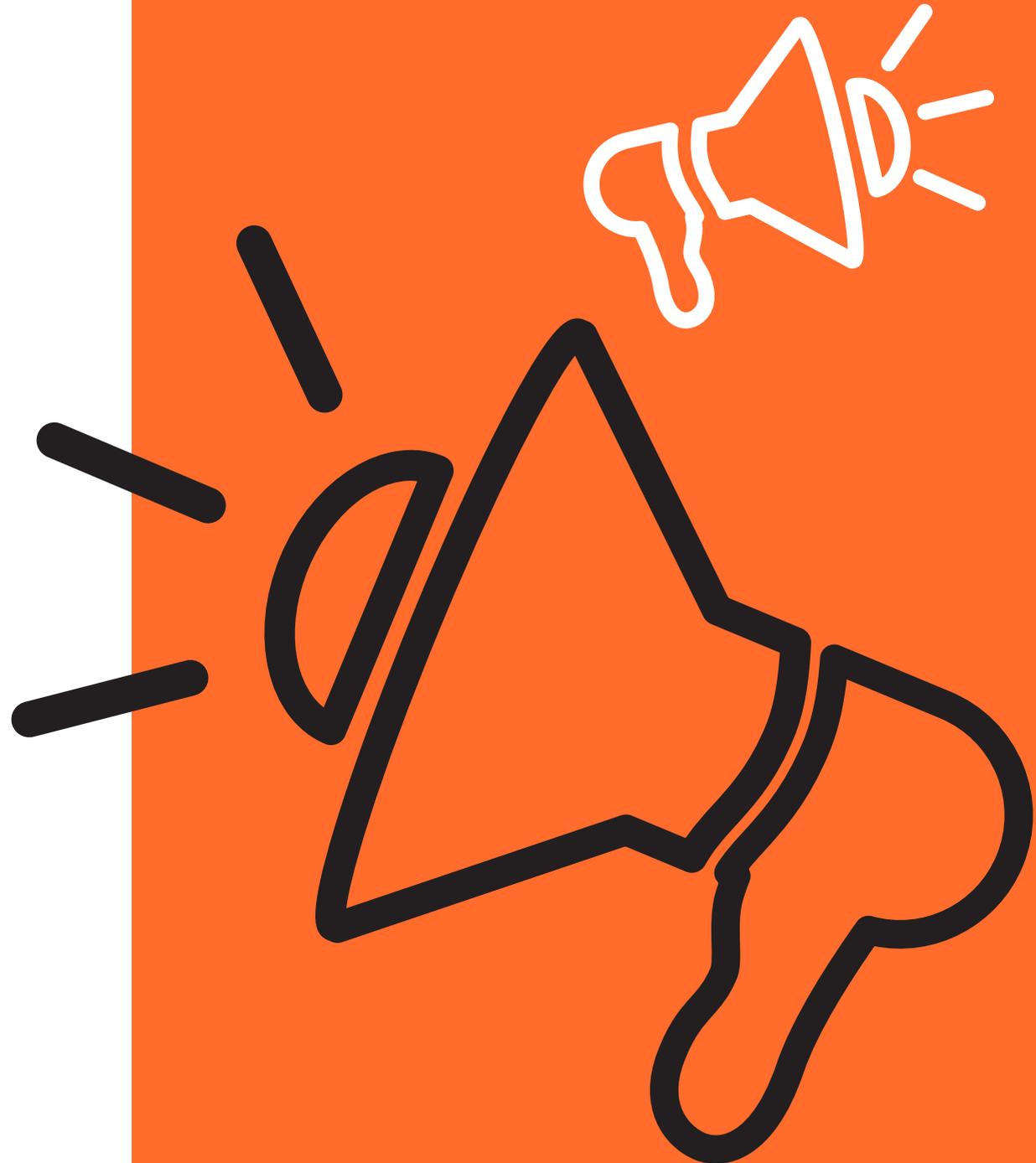
Together we can make it better.

Design is subjective and there is no right or wrong answer to any brief. Don't be afraid to tell us what you think. If something isn't working for you then let us know, otherwise we can't put it right and ultimately you won't be happy with the end product.

Remember, designers love a challenge and if we have to go back to the drawing board, we are prepared for it. Hopefully, the second time around it will be better for both of us.

Once a project is completed, it will be down to you to make it work so you need to be completely comfortable with what we create.

This could be the start of a beautiful relationship and together we will flourish and grow.



Talk to us

If you are ready to put this in to practice
why not give us a call and talk it through,
we'd love to hear from you!

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