

PINK wahoo





*Have you worked with
a **Graphic Designer**
before?*

*Graphic Designers
work with **images**
and **text** to fulfil a
client brief.*

What can a Graphic Designer do for you?

- Branding
 - Logos
 - Brand guidelines

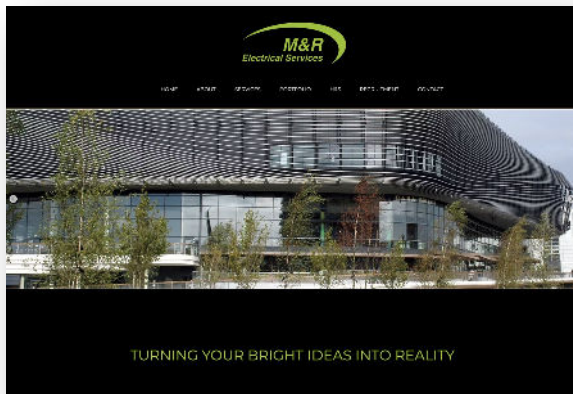
What can a Graphic Designer do for you?

- Print
 - Business cards and stationery
 - Flyers, brochures and folders
 - Magazine advertisements
 - Exhibition materials
 - Billboards



What can a Graphic Designer do for you?

- Digital
 - Website design
 - Emailers and email signatures
 - Social media graphics



What can a Graphic Designer do for you?

- Other
 - Shop fronts and signage
 - Van graphics
 - Illustrations, infographics and maps
 - Presentation materials
 - Promotional giveaways and workwear



*There isn't an exact
'right' answer...*

Let's talk about briefs...



*You need a tight brief
(I'd better not include
a photo here!!!)*

- What do you want?
- Why do you want it – what do you want to achieve?
- When do you need it?
- Do you have a brand already?
- What is your budget?

- Which colours do you LOVE, and which do you HATE?
- Do you prefer modern or traditional?
- Do you prefer to be serious or lighthearted?
- Do you have examples that you LOVE?



You need to LOVE the end result, so the more you can answer these questions, the more likely you will get what you want.

Have you written the ~~text~~ copy?

Do you have any photographs to include?
Are they suitable for print (if print is needed)?



What can you expect?



- You should receive a quote from your Graphic Designer
- This may include information on how many revisions are included
- They should advise when payment is expected
- Once this is agreed, the work can begin

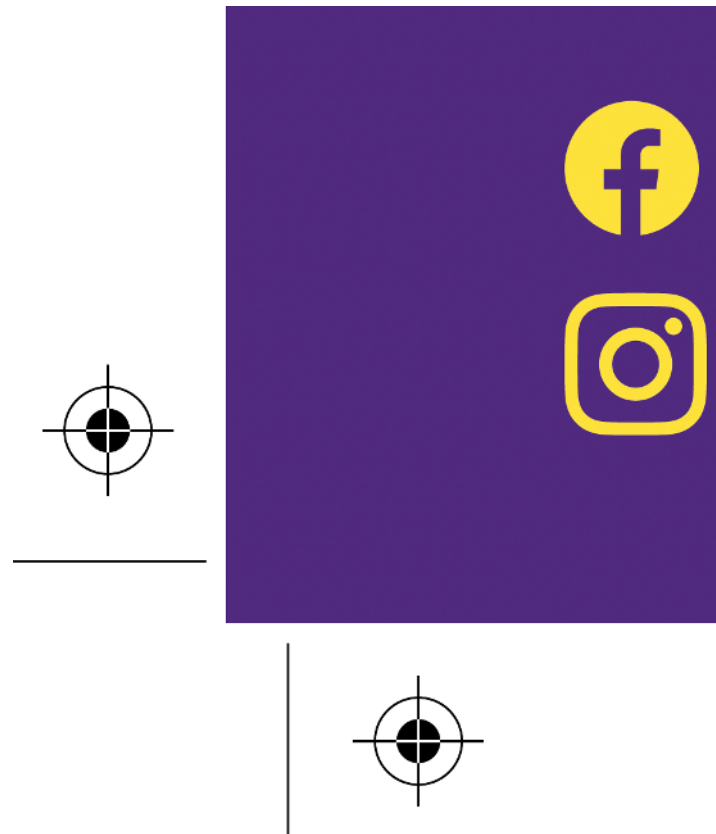
What to check



- Make sure that the design is as you want it – discuss this with your Graphic Designer if you need amends
- Check the design thoroughly, including spelling, grammar and any contact details
- Once you're completely happy, **SIGN IT OFF!**

Industry Jargon

- Bleed



- Vector file



- Bitmap file



- CMYK
 - Cyan Magenta Yellow Black
- RGB
 - Red Green Blue

Questions?