APRICITY GIRL PRESENTS:

A DESIGNER'S GUIDE TO BUYING BETTER DESIGN

(or how to get better value for money from your project!)

WHY THIS GUIDE?

So you've decided to hire a designer. You have a new product or service you want to advertise, you are fed up with our old logo, or you need a flyer to promote your next event. And you have a rough, general idea of what you want, hoping that the designer can take you the rest of the way to a finished product.

As designers, that is indeed our job. We take your concepts and interpret them with a liberal sprinkling of our creative magic. But here is also the problem: it's an INTERPRETATION. We do get it wrong sometimes, or at least not as right as it could be. And that's a shame, and an avoidable waste of resources.

Nobody knows your business as well as you do! If you are prepared to do a little groundwork before engaging your designer, they will have much more relevant information to go on. **The result are smoother projects with better, more exciting outcomes!**

BRANDING
DESIGN
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If you can put your answers to the following questions into a design brief, your designer won't need to use valuable design time to try and tease this information out of you!

Buying design is like buying a tailored suit or dress: you need to know WHY you are buying it, WHAT you're going to use it for, and HOW you would like to feel when you're wearing it.

POSITIONING

What's the project about?

What is it that you would like to have designed? Is it a new design, a refresh, or a complete redesign?

What's the purpose of the brief?

Why are you buying this piece of design at this point in time?

What's the purpose of the design?

What jobs does the design need to do? Where will it appear/ be seen? Which media platforms will it be used on? Is it for print, or digital? Will it be printed on home printers? Does it have to be big enough to go on the side of a building? Be as specific as you can (even if you can't foresee all potential uses at this time).

What's the target audience?

Describe the demographic of your target market, as specifically as you can. How old are they, which jobs do they have, where do they live, what do they like?

What's your Brand?

Describe your awesomeness: what do people like about you and your business? What's your current appearance like? Send your current logo if you have one, plus any relevant images.

What's your brand differentiation?

What makes your awesomeness unique, why and how does your product/service stand out from the competition? In which way does your product/service add value to the customer?

What's the vibe you are aiming for?

Describe what you would like customers to feel when they see the design.

DESIGN

Which styles do you like? Do you have examples of designs that have caught your eye?

What do you absolutely NOT want to see?

Are there any stylistic elements you want to see, or that need to be kept?

How much do you want to reference older designs, or are you up for a complete change?

Do you have any examples of design work previously done for you?

BONUS:

GIVING VALUABLE FEEDBACK & HAVING MEANINGFUL CONVERSATIONS ABOUT DESIGN

Be honest.

Don't beat about the bush if you don't like something because you want to be polite. Polite won't buy you great design! We are not offended, I promise!

Be specific about what you like about the draft, and what you don't like.

Always try to tell your designer why you like/dislike something, and which elements of the design hit the mark. This will give your designer much more to go on for the next round.

If you are expecting something different, or something specific, please say so.

Nothing worse than waiting for something that's not going to happen because it wasn't communicated fully or in time, right?!

The more information you give your designer, the better their work will be!

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