

# 7 SECRETS TO GETTING THE BEST OUT OF YOUR DESIGNER

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Sometimes working with a graphic designer (or any creative professional) can be an intimidating and daunting task. Here are some tips to help you to get the absolute best designs out of your creative person in the most efficient manner.

## 1) Talk, Talk, Talk

It is your job to tell your designer everything you can about your business, your project, your challenge. Don't be afraid or intimidated to share your design ideas, your likes and your dislikes. Telling your designer more helps her understand the concepts you are trying to convey. Remember it's your job to enable her to "read your mind." A good designer is challenged with capturing your great ideas in beautiful 2-dimensional designs. Since this is no easy task, there is no such thing as a bad idea in the creative process.

Many times, a very important aspect of what the client wanted is found out after the designer has spent a lot of time sketching. "Oh my," they say, "I really wanted the emphasis on the other thingamajig!" It's pretty disheartening to go back to the drawing board when you know you could have gotten it right the first time. Help your designer by clearly defining your needs and priorities.

## 2) Show, Show, Show

Collect examples of designs that appeal to you. Think about what you like about them. Also collect the ones you absolutely abhor. Ask yourself why you don't like them. Show these to your designer and explain what you like about these designs, and what you hate. It will help your designer understand your unique sense of style.

## 3) Don't Box Your Designer In

Do not hold a preconceived notion of how you imagine your design will look. You will box your designer in by telling her exactly what you think you want. Why waste the creative talent? Aren't you paying for her expertise? Let your designer add her creativity to the arsenal of information you

have just provided. Chances are you'll be pleasantly surprised.

## 4) Open Space is Your Friend

Many clients feel the need to fill every inch of paper with words. If you are among them, go back and look at the examples you collected in tip number two. Remember what you liked and disliked? Are the designs you loved jam packed with so much text that you can not figure out what to read first? If you like the wide open spaces and relate to the cleanliness of alignment and ease of reading; then you get the point. Let your designer help you curb your urge to fill the page!

## 5) Don't Forget, This is a Process

The best designs don't come easily. The creative process is sometimes very frustrating, but following the process is the key to getting what you want. This is why having a preconception is not a very helpful thing. It can get in the way of a better idea. Sometimes, clients are happily amazed when they stop and look at how far they have come from their original concepts!

## 6) Be Realistic with Deadlines & Budgets

Your designer is trying to combine many elements to get you the most for your money. You may not need a four-color, die-cut, embossed folder to hand out order forms. If money is an issue, let her suggest economical alternatives. Try to be realistic about your own deadlines too, and adhere to them. You can't always assume the designer and printer can just rush your job through. Remember, the advent of the computer has not shortened deadlines and the computer doesn't do all the work, the designer does.

## 7) Finally, Have Fun

Creativity and fun go hand in hand. (Ok, creativity and frustration and rage also go hand in hand) but no one says you can't have fun too!