

Choosing A Graphic Designer

How in the world do
you find one who is
right for *you*?

Graphic Designers... Come with varying degrees of talent and experience. Many find it difficult selecting a graphic designer, simply because they don't know what to look for. Here are a number of things to consider:

Background

- Professional designers have formal training along with experience. They have the ability and know how to get projects done, work within budgets and come up with solutions to unusual problems.
- A professional will be more expensive, but when it comes to creating a perception of your company or sales of a product or service "cheap" shouldn't be your focus.

Good design
doesn't cost
money... it
makes money.

Portfolio

- Ask to see samples and look for a variety among pieces. Every designer has a style to their work. It's important they come up with different ideas for each client and not just variations on a theme.
- It's not always necessary for a designer to have experience in your field, product or service. Good design skills transcend any media and a designer will tell you if they aren't right for the job.

Sense of Marketing

- A designer will listen to your ideas, ask you questions and make suggestions so they understand your goals.
- Choose someone who will do the homework about your company. Good design communicates a message and motivates. It's not just a pretty picture.

Business Skills

- Professionals work with a contract to protect your interest as well as their own. It should include a price quote and what that includes such as the number of concepts, file formats etc.
- A good designer is on top of the details and makes good use of your time and money.

When looking for design services you don't have to know exactly what you need; that's what a professional is for. Begin by interviewing several designers before making a decision. If you like the solutions they've provided others, comfortable with the way they present themselves, and think you'd enjoy working with them... *hire them!*

DEBRA GLOVER
GRAPHIC DESIGN

856-423-2271 • debbie@glovergraphic.com
www.glovergraphic.com