

To provide us with an effective graphic design brief here are some valuable tips as well as an invaluable guide to what we do and how much we charge.

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Briefing

We recommend you provide information about:

- Your organisation's practices and values.
- Existing communication material which you think reflects your organisation's practices and values.
- Corporate identity requirements.
- Objectives of the communication material.
- Words to describe the desired 'look' and 'feel' such as 'contemporary' and 'innovative'.
- Emotional response you would like to achieve from the audience such as 'excited,' 'proud,' or 'scared'.
- Target audience.

You should include specific information about your design project including:

- Logos, symbols, trademarks.
- How text and photographs will be provided, if needed.
- How graphs and any other graphical elements will be provided and used, if required.
- How many design concepts will be needed.
- Production specifications, i.e. number of pages, quantity, paper quality/stock, size, preferred binding, if known.
- Any special finishes (embossing, foiling, die-cuts).
- Proposed production schedule.
- Packaging requirements.
- Printing preferences.
- Delivery requirements including contact(s) and address(es), electronic file formatting (if relevant).
- Timeframes for concept presentation and approvals.
- Delivery deadline.

Allow enough time for the design process:

- Often people are tempted to 'crunch' the time allowed for Graphic Design. To maximise your design investment, we suggest you allow substantial time for the design process. The focus should be on ensuring the copy, design and artwork is correct.
- If you face strict time constraints, please discuss appropriate solutions with us. We can provide you with some options that won't compromise the value of your project.
- Try not to let personal taste affect your opinion of a design. Consider whether the design will reach your target audience and whether it will achieve the intended result.
- Your suggestions should be specified as clearly as possible – our Briefing Checklist on the right should help.

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Briefing checklist

Consider providing the following information to make the most of your project.

- Product/service description
- History/present position/goals for the future
- Competitor information

Communication history

- Previous communication activity
- Present communication activity
Research, advertising, direct mail, graphic design, public relations, distributor promotions

Communication task – 'The message'

- Context of specific message in relation to business plans
- Information to be included in the designed item (text, logos, images, etc.)
- Function or desired response

Target market

- Demographics
Age, gender, income, employment, geography, lifestyle
- Purchase motivations
Needs, wants, corporate image, product/service positioning
- Purchase decisions
Decision initiators, makers/influencers, end-users

Budget

- Available budget
If you are unsure of your budget you could provide:
- Estimates based on similar past projects and other information

Timetable

- Consultation
Research, strategy, brief development
- Creative
Concept and design development
- Production
Artwork, printing and other production

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Costs for our work

Meetings

NO CHARGE

Should further meetings be necessary after our initial Briefing meeting, we try to anticipate those by building them into our estimate.

Briefing

NO CHARGE

Typically we'll get back to you with a detailed report that includes a range of visuals and a detailed estimate of our costs and that of any subcontractors' to help you decide.

Hourly costs

Our costs are based on two hourly rates which are:

£60 – Creative

This is for the time it takes us to formulate the strategy and concept of the project.

£45 – Artwork

This is for the time it takes us to produce the graphic ingredients.

In addition we are committed to donating a percentage of our time to charities and to enterprising start-up businesses because we think everyone could do with a bit of encouragement. We had it when we started in 1989 and we've never forgotten. And we like to give back a little something. It's a 'flat' rate of £30 so that there's no distinction between our Creative or Artwork time.