Know Your Onions Graphic Design
Drew De Soto
Key points from Pages 21- 58

Design Monkey:

- Project management is very important part of your job.
- Manage clients expectations.
- Check and read everything the day it comes in.
- Respond quickly.
- Watch out when asked not to work for nothing.
- Beware of becoming a monkey.

Design Monkey means that the client ends up directing you. Once in the trap it is hard to get out. You might want to consider gently losing the client.

File management:

- Always name your files properly and consistently.
- Use an intuitive phone structure.
- Test your system, if a complete stranger was to open your job folder, would they know which ones was the up to date version?
- Mock people who do not have a system.
- It saves time and makes life easier.

Estimates are selling documents:

Designers have to understand every aspect of their work, regardless of whether they do it as part of their job or not.

- Once you have read the brief you should have a million ideas bouncing around. Apply the same rules when presenting concepts. Give them what they ask for, and then show them.
- Principle applies to any design job. Don’t go mad or you will put the client off, but a few suggestions, if they really ass value never go amiss.

Checking your work :) It’s pretty self-explanatory make sure you double check your work and get someone to proof read it for you.

Get it in writing and it means everything in writing. From the brief to the written estimates. Relationships can be destroyed if things are not clear and are open to interpretation.

The typical design project stages:

1. Briefing or enquiry
2. Estimate
3. Content supplied from client.
4. Questioning from you to client, establish a mutual understanding of the project. (research and inspiration)
5. Creative and concepts
6. Presentation
7. Feedback and comments from the client.
8. Develop chosen design and provide first proof
9. Comments and revisions from the client
10. Further proof
11. Quality Check
12. Final Proof
13. Written sign-off

**Scamps, thumbnails and sketches**

- Nothing works better than a sketch.
- A sketch or thumbnail is the best and quickest way to get an idea out of your head.
- Your drawings do not need to be polished but the more time you spend on them, the faster it will be to get the task on the computer done faster.

**Scamps**

Clients will often be happy to accept a scamp visual in the first stages of the design project. We all get the brief and a few hours to brainstorm ideas and work on scamps. Select the good ones, putting a plan of concepts together that we think are going to work. Sometimes these sketches can be worked on further to make them more finished.

**Sketches**

- Sketches also offer you the opportunity to assess an idea or design.
- Time spent on sketched should be the best design time.
- There are no restrictions, so you can concentrate on being creative which is what makes designers happy and you don’t need to focus on typefaces and colours at this point.
- Finalise your design on paper.
- Keep your rejected ideas.

Setting up a job: Don’t rush it!

**Mock-ups**

- Making a mock up highlights the flow of a design from page to page.
- Helps you take into consideration the alignment of the elements across the whole documents and puts the pages and their design in the real context.
- Clients like mock-ups particularly coloured ones, because it helps them visualise the final product.
- While it's our job to imagine what the final document will look like, it’s not always easy for the client.
Presenting a campaign or concept

- Presenting a concept means presenting something less tangible.
- Normally the concept will be applied to an output, but that output could be a radio advert or a leaflet.
- Sketches and scamps communicate concepts quickly and cost effectively.
- Think about how the end user will see your design.
- Make a mock up early on.
- Consider how best to show off your work and get the client salivating.
- It's a good idea to visualise some form of a photographic element that illustrated your idea.
- This should be the central item in the presentation: from here onwards you can look at showing how the concept will be applied.
- If you are working with a client with a strong style guide, then you may have to be careful to make sure the ideas fit with their house style and is ‘on brand’.

Before you present

- Re read the brief. If you haven’t answered the brief you have a lot of explaining to do.
- Next go through the presentation and you will know in your heart of hearts if you have cracked it. If you feel that you have got it then most of your presentation worries should be over as you can approach the meeting with confidence.
- If they don’t get it at least you did what you thought was right.
- Explain how you got there and get the result of the meeting that you desire. How did we get to the concept? What research or development occurred to get us to our final decision?
- Spend time at what you think you want to achieve at the meeting and it will help you to focus on your goals.

Presentation

- Presenting an idea is a cat that can be skinned lots of different ways.
- Key thing about presenting an idea is that you do not have to design every time, in fact it’s not best to.
- The most important thing to remember is that after your presentation, the client should understand what you hope to achieve. Be inspired and give you money.
- When it comes to presenting to the client, remember a well-timed and confidence delivered presentation, so take time to get your act together before presenting.
- Look out for all the negative signs and comments as you go along. People voice their concerns. Listen to them and address then at the end of the presentation.