

So... what should you expect from a Graphic Designer?

Looking, learning and listening

They should take the time to listen carefully to your needs and get to know who you are and what your objectives in business.

Understanding your business and the world it operates in only comes from listening to your experience. Speaking with you and also having the ability to research and understand your competitors adds to the context of your project.

Scoping or research, whatever you call it there is no getting away from the fact the more your chosen designer understands about your needs the more focused and effective the solution will be.

Selecting the best approach

Resources, budget, objectives and deadlines – they all influence the best approach to your project.

Consider all the facets of your project and the right direction to take. Creative and strategic knowledge that helps guide the project, swap advice and guidance at every step of the way.

Consider how to deliver the project, how much hand-holding you require and how much on-going time it may need.

The designer should completely upfront about this before you commit to spending with them.

The right media

Whatever media or strategy, decide the right solution will be – one thing done very well – get the biggest bang for your buck.

The designer should not only be able offer a full suite of services and products, know how each service can compliment or enhance each other.

It could be reinvigorating an existing design or a complete change – be a website or whatever – online PR through blogging and tweeting. From brand design and guidelines to online brand management – sharing knowledge and advice with you to ensure your brand is consistent.

All combined with a Marketing Plan.

A graphic designer should always have a good understanding of marketing and offer these services or be prepared to work closely with your chosen marketing people. A marketing plan is the foundations that a brand or image is built on...

Branding

Implant ideas and the values of your business in the consumer's mind. Empower your customer to understand your business.

Branding builds people's confidence. Consumers like knowing what to expect. Consumers want to believe in a brand and in the company behind a brand...

Logo Design

Elegant, intelligent logo design requires skill. Combining your unique selling points into a simple but striking logo with a colour palette and tight typography that reiterates your business correctly is a must!

Whether your logo is a simple typographical execution or encompasses an iconic device, it must look professional and present your organisation or business in the best possible way...

Graphic Design

The term Graphic Design now encompasses many different disciplines and medias. We believe that each discipline and its execution in each media is merely the engine of delivery, and that the core principles of great design are required regardless of the implementation...

Text Vetting and Proofreading

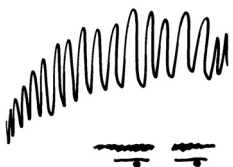
At best, poor grammar, ambiguous copy and spelling mistakes cost money, resulting in expensive re-prints or lost customers. At worst, such mistakes prejudice people against your business, damaging the brand in which you have invested so carefully...

Brochure Design

In an online world it can be easy to overlook the advantage of marketing material that is real. Tactile and beautifully designed brochure can effortlessly communicate your message.

Flyer Design

Creative Flyer Design can be an extremely cheap but effective promotional tool. For those with a tight budget, Flyers present an opportunity to literally put your services and products into the hands of potential customers.



So... what **should** you **expect** from a **Graphic Designer?**

Advertising

Great design and consistent branding produce great advertising. You have invested in your brand, so someone else tinkering with your image will not create a memorable, recognisable advertising campaign.

Copywriting

So, you have a great logo; you've planned your advertising campaign and got your brochure concept – but it can all be a waste of time and money, if the copy is not right. Copy writing is salesmanship. Good copy should be concise, attention-grabbing and accurate...

Photography

An image tells a thousand words. Everyone is likely to have heard that more times than they care to remember. The fact is that it is true.

Stunning photography really can captivate potential clients; aspirational lifestyle images sell products; close up product shots keep consumers smiling the...

Web Design

Great Web Design will engage with your visitors and will subconsciously instill a confidence within seconds.

Ensuring the functionality does not compromise the aesthetics whilst ensuring the aesthetics never compromises the design is a delicate balance. A website design that fulfills all the above will prove to be successful...

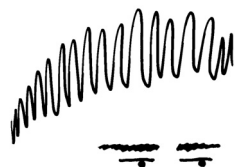
all tied together with Marketing Plan

Digital Marketing (*current trend*)

Digital Marketing covers such a wide range of activities and the list is likely to explode even further over the next 12 months.

Currently Digital Marketing covers... Search Optimisation or Search Marketing, Blogging, Tweeting, Online PR, Online Advertising and then some!

A designer should have a working understanding of the current developments (not profess to be an expert in these areas, there are many others who profess to that!) but be able to develop your brand to fit the new developments in marketing...



Projects that a **Graphic Designer** should be involved...

- Brand design
- Logo design
- Typography

- Business stationery
- Letterheads
- Compliment slips
- Forms
- Leaflets
- Promotional literature
- Report and accounts

- Labels
- NCR Pads/invoices

- Folders
- Newsletters
- Note pads
- Envelopes
- Brochures
- Booklets
- Price lists
- Note pads
- Calendars
- Greeting cards

- Tags
- Bookmarks
- Postcards
- Door hangers
- Badges
- Stickers
- Packaging

- All manner of promotional items!!

- Pre-press
- Print management

Associated stuff

- Copywriting
- Translation
- Illustration (technical or other)
- Photography
- Product Photography
- Photo shoots
- Art direction
- Set building
- Props

- Presentations and associated stuff
- Interactive media
- Developing media??

- Video & Film

- Website Production and maintenance

- Marketing

- Media recommendation
- Outdoor media
- Advertising
- Newspapers/magazines
- Trade/retail press
- Editorial and PR

- Point of sale
- header cards
- hanging cards
- pop-up banners
- roller banners
- promotional banners
- banners for buildings
- exhibition banners
- free standing banners
- mesh banners
- Posters
- wide format printing

- Exhibition stand
- Exhibition graphics
- Signage
 - A boards
 - exterior signs
 - fascia signs
 - shop front
 - shop signage
 - site boards
 - door plates
 - information signage
 - interior displays
 - internal directional signage
 - notice boards
 - plaques

- Vehicle graphics
- Car liveries
- Full vehicle wrapping
- Fleet branding

- Etched windows
- Frosted glass
- Window advertising
- Window graphics

- Fine art prints
- Limited edition prints
- * Office environment prints

Steve Pitt
GRAPHIC DESIGN

95 WAVERLEY CRESCENT
ROMSLEY
HALESOWEN
WEST MIDLANDS
B62 0NY

telephone 01562 710 218
mobile 0771 737 8155
e-mail stevepitt@stevepitt.com
web www.stevepitt.com