

CLIENT DESIGN CONSIDERATIONS

In order for a graphic/web designer to create a project estimate, there are a few key pieces of information that you will need to provide. Most designers base pricing off of the number of hours required to complete a project, so it's essential to have all of the important information from the onset to build an accurate quote.

★ **PROJECT OVERVIEW**

Tell me about the project, and be specific. There is no such thing as too much information.

★ **BACKGROUND**

Include some information about what your business (or future business) does. What's it called? Do you have a website? Is this idea new, or have you done something similar in the past?

★ **TIMELINE**

When would you like the project completed? Feel free to include an "ideal" delivery date, as well as any firm deadlines that need to be met.

★ **BUDGET**

What are you comfortable spending? This isn't a trick for designers to quote higher prices, it's a way to better allocate hours and try and work within your current budget. Often we can adjust or reduce the scope in other areas to try and meet your target numbers.

★ **PERSONAL PREFERENCES SUCH AS COLOR OR "MOOD".**

It's important that clients don't try and mentally "design" the item ahead of time, however individual tastes can't be ignored. If you hate the color blue, then please let me know that up front and I certainly won't use blue!

★ **WHAT WOULD A WIN LOOK LIKE?**

Fast forward a few weeks or months, and imagine that the project is complete. What business goal does it need to satisfy for you to consider it a success? It's very important to know so that both parties are clear about how to define a successful project outcome.

★ **WHAT ARE YOUR COMMUNICATION EXPECTATIONS?**

Do you require weekly, in person meetings to discuss the project or are you happy to video chat once a week on Skype? Many clients and designers prefer to communicate exclusively via email, phone, or video chat. This allows for more hours to be spent on the actual creative work (rather than travel).