

Pre-design production process for a design job

This guide outlines the preliminary steps when engaging an external designer or agency. Getting these files together from the outset will save time on both your end and the designer's, and will form a starting point of resources to re-use in future projects.

1. Evaluate the job requirements

Depending on the end product – the job files needed for the designer may differ.

For print work – print adverts, brochures, signage – require vector versions of the logos - .AI, .EPS, or .PDF files. Print artwork also need to be supplied in CMYK – as RGB colour logos may not reproduce accurately when converted to CMYK by the printer. It's also important to use the highest-possible resolution images when working in print documents – as any pixilation or blurriness in the images will be even more noticeable in the final print product.

For digital/web jobs – Social media assets, website image, blog images, web adverts, Word/PPT presentations – can use vector **or** .PNG or .JPG versions of the logos. Digital task may also “get away” with using lower-res images (e.g. an image taken on a phone), however it's always best to source high quality images where possible (Shutterstock and Unsplash are our go-to's for stock imagery).

Gather specifications – either from the printer or the online source in the case of Google Ads or social media. Where will this design end up? These sizes will be supplied either in millimetres, or in pixel dimensions, and there may be a few sizes depending on the project. For clarity – always label dimensions with Width and Height, and the unit of measurement – *e.g. Sign 1 - 3000mmWx1500mmH*

2. Gather design resources

→ Supply style guide link (if applicable) —

→ Colour palette defined:

- CMYK —
- RGB —

→ **Brand fonts** (you may have one or more in each of the below categories, or just the one font for all):

- Design document fonts —
- Word fonts —

- Website fonts —

→ **Graphic devices** – note or paste any recurring visual elements used in the brand e.g. patterns, icons, shapes that support and unify designs under the brand.

→ **Imagery your brand designs rely on** - photographic, futuristic, abstract, illustrative, literal (e.g. construction equipment), none? — Provide examples if possible.

3. Supply reference designs for added context

→ **Examples of existing work:**

- Website —
- Social links —
- Add any other examples of past design work under your brand that you'd like to reference - add web or Dropbox links, or paste images here:
- Any examples of work or visuals you'd like to avoid? E.g. a competitor's style, or a graphic device that's over-used in your industry.
- Any other brands or external examples of work you like the tone or style of?

4. Any other notes for context are always appreciated. A few examples are provided below.

- *"The sign is quite obstructed from the road – so it will need to be high up on the building and allow for reading from a distance."*
- *"Our business normally avoids stock photography in our materials as our industry is quite specific."*
- *"I had this in mind as a A4 double-sided brochure – but would be open to a tri-fold or other variation in the format."*
- *Our work typically has a professional, clean tone to it, so please avoid flashy effects or graphics in the design.*



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Template from **The DIY Marketing Project**

themarketingproject.com.au/diy

- *Our audience is mature, so please avoid small print that might be illegible to older audiences.*
- *I had a still Google ad in mind initially, but a video ad might be more eye catching and effective for presenting information.*



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