

## How to Hire a Designer/Graphic Artist:

What is design? What is good design?

- \* Design is the graphic expression of written copy. It is the last step in the editorial process. Its purpose is to catapult the ideas off the page and into the reader's mind.
- \* Good design enhances written copy.
- \* Techniques should be chosen for editorial and not artistic reasons.
- \* Writers and designers must work together. Their creative goal is a printed piece that grabs the reader's attention and transmits information.
- \* Graphic art is not fine art. It must be functional.
- \* A good designer can contribute the imaginations, courage, time and effort to ensure that even a moderately interesting piece of writing will be read.

How to hire a designer...

- \* Collect materials you think are effective. Find out who designed them.
- \* Contact the graphic arts department at the local college or university (think twice about this, as inexperienced students may not be the answer. The commitment of an excellent instructor is key).
- \* Know how you plan to use the materials designed and share this with the designer.
- \* Don't look for free help. Don't expect to get good desing for nothing.
- \* Interview designers. Look at their portfolios. Find out what projects they have done similar to yours.
- \* Develop an RFP (request for proposals)

Remember, you are the client. You know best what you need. Also remember that you are not a designer. Let the designer do his/her job.