

GET MORE FROM YOUR DESIGNER
ALCHEMY CREATIVE SOLUTIONS LTD

ALCHEMY

Are you right for each other?

*Different designers will often work in specialist areas -
view previous work, determine if the style fits with your needs.*

Scope for mates rates?

*Perhaps not with us. But you needn't pay Saatchi & Saatchi rates either.
Shop around to get the best deal for you.*



On a budget?

Where the job is for a fixed price, make sure you both agree what's covered and the costs of any additional work. Quotations for work are generally free – mistakes are usually not.



Allow enough time...

*If you want something tomorrow...
you are likely to pay a premium rate today!*



Avoid surprises...

Be clear about what it is you actually want and how you would like to come across to your target audience. Creating a brief will provide a focus.



Talk to each other...

*Good communication with your designer is key -
designs and ideas come out of building a solid working relationship.*



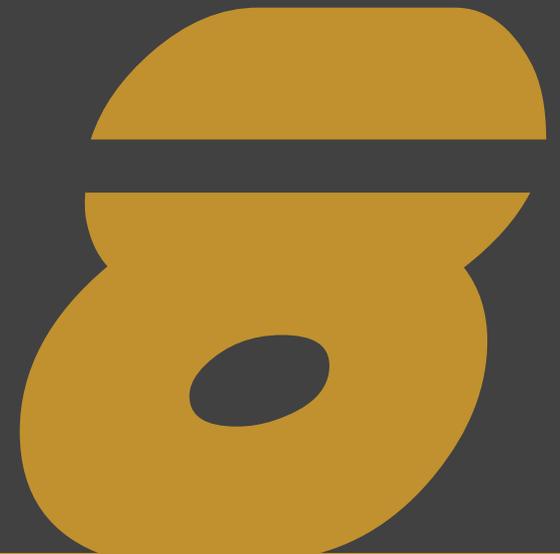
Who's the designer?

Keep in mind that your designer is a professional that you've commissioned to create designs for you. Let them do their thing - but you can always provide examples of graphic design you like.



Know your audience...

This is vital if you want to win market share, and needs to be communicated to your designer. Pilot draft artwork where possible - gauge responses and be prepared to adapt designs. Allow extra time for this.



The right media?

Designing for electronic media or print (or both) will require different approaches. Ensure that you choose the best platform for your campaign - your designer can advise.



Manage the risk...

There are economies of scale with all things. Take a risk and be different, but only on small runs or niche areas and don't take unnecessary risks with a proven brand.





Contact details

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