

## CLIENT GUIDE – GRAPHIC DESIGN

This document lists the information required by Naked Creativity for a graphic design project. Some of this should be provided before the project begins, whereas other elements can be supplied later as the project progresses.

The aim of this document is to outline the content the client should provide. By meeting these requirements, Naked Creativity can ensure that the project meets the brief and runs within the specified timeframe and budget.

Please note that the information and content required will vary due to the scale of the project. Naked Creativity are happy to advise on what is required if there is any confusion or uncertainty.

### BRIEF – PROJECT SPECIFICATION

This is provided at the beginning of a project and should where possible include the following information:

#### A short description of the company

The company's core business and ethos.

#### The overall aim of the project

For example market a new idea in a poster or flyer, showcase a range of products in a brochure or create a magazine targeted at young professionals.

#### Artwork specification

What needs to be designed and is there a specified artwork size or number of pages? The more specific this is the better; for example an A5 double sided flyer, an A4 portrait brochure with 16 pages or an A4 magazine with 64 pages.

With experience producing a variety of graphic design, Naked Creativity are happy to advise and provide ideas on the artwork specification should this be necessary.

#### Design style

Does the artwork need to follow a company's brand guidelines or is there complete creative freedom? Brand guidelines are required if a brand needs to be implemented and should the artwork need to fit within a family of printed graphics, examples should be provided.

#### Time frame

It is extremely beneficial for Naked Creativity to know if there is a deadline that the artwork needs to be designed and printed for. By liaising early on with the printers, this ensures that the necessary design and print time is allocated.

#### Print quote

Is a print quote required for the artwork or will this be handled by the client? Naked Creativity have an extensive list of print contacts who are able to assist with producing bespoke prints that will not break the budget.

## CONTENT

The following content should be provided before or during the project so that it runs quickly and smoothly:

### Brand guidelines

If the artwork needs to follow a companies brand guidelines, these should be provided before the project begins. Brand guidelines give an indication of a colour pallet, fonts and logo placement to ensure that a corporate identity is correctly implemented. Naked Creativity are happy to advise if there is any confusion over this.

### Text

To save both time and money, it is beneficial for a client to send across the final version of the artwork text in a Microsoft Word or iWork Pages document, broken down into relevant headings, sub headings and body text. It is also preferable that this text is thoroughly spell checked and proof read as the time it takes to make text changes during artworking can quickly add up.

Depending on the project, this may be required at the beginning or during production. For a smaller project such as a poster or flyer, the copy should be provided at the beginning so that the artwork can be designed with the copy in place.

However, content for a magazine will no doubt be supplied in stages once copy has been written and approved. In these instances, a pagination is extremely useful because if the final content for the magazine is not ready or collated, it allows Naked Creativity to have an idea of what it could be. This will aid the initial space allocation and design of the content.

### Images

Any images should be supplied in a high resolution to ensure a high print quality and prevent pixellation. The required resolution depends on the image size, but Naked Creativity are happy to advise on image quality should this be necessary.

Depending on the scale of the project, images may need to be supplied at the beginning of the design process. This applies to quick turn around projects to ensure that the artwork can be produced in the short time scale. However, for larger projects such as magazine production, the images can be supplied during artworking as they are selected.

Ideally, the sooner the images are supplied the better as they can ultimately alter the design of a page. If no high resolution images are available, Naked Creativity are happy to select stock images that compliment the design.

### Logos

If a company or sponsor logo is required these should also be provided in a high quality print format. A PDF or EPS file type is preferable, but Naked Creativity are able to advise on the quality of a logo should this be necessary. Ideally these should be provided at the beginning of a project as soon as they are available.