

# THE DESIGN PROCESS

## 1 WE MEET!

Graphic Designer and Client meet to discuss project. Ultimately, this meeting yields a “project brief” that defines the goals and specifics of the project!

## BRIEF CONFIRMED 2

Graphic Designer formalizes the brief and sends to client for approval. The client approves or returns with revisions. Then the project brief is finalized!

## 3 ESTIMATE IS CREATED

The Graphic Designer creates a time and cost estimate including sub-contractors, and then establishes a time schedule and due dates. The Graphic Designer makes it clear that an estimate is different than a “cost quote.”

## CLIENT APPROVAL 4

Depending on the clients reaction to the brief, the Graphic Designer may need to re-submit a new estimate. Some clients may also require a purchase agreement for their business office.

## 5 THE CREATIVE

The Graphic Designer conducts research, and completes thumbnail sketches. The Client critiques, and the Designer develops comps, and again the client critiques. The Designer develops comps further, and the client reviews. The Designer delivers the completed design.

## HAPPY CLIENT! 6

Graphic Designer bills the client and the Graphic Designer is paid!