



Is It Them or Is It Me?

Working Effectively with Graphic Designers and Professional Printers

Alissa Stallings, Director of Stewardship
March 14, 2014





THE TARGET AUDIENCE IS
MALES AND FEMALES
AGED ZERO AND UP

TOO
LITTLE
MUCH
WHITE
SPACE



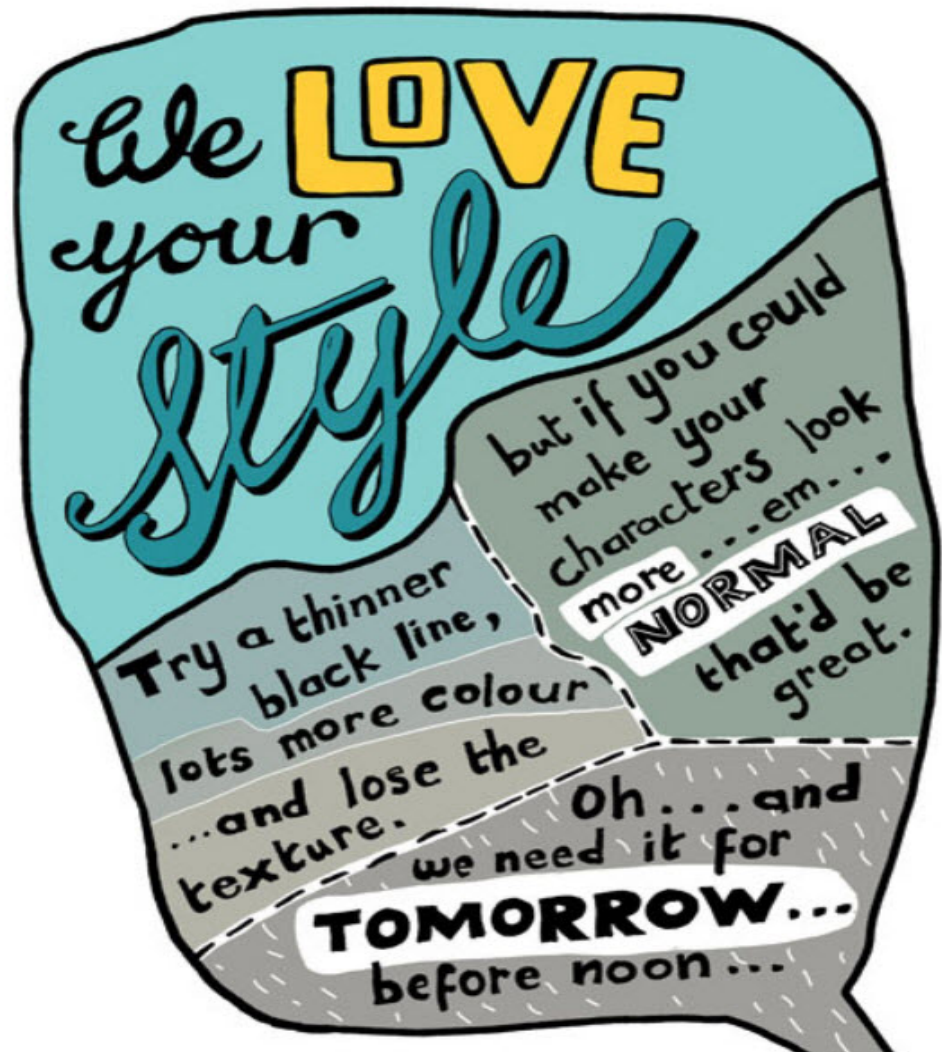
I'll Know What I Want When I See It

”
JAZZ
IT UP A
LITTLE
”

I'm the
target
market

&

I don't
like it!



I LIKE IT

BUT CAN THE
SNOW
LOOK A LITTLE

WARMER?



IM JUST NOT SURE THAT

A GLOBE AND PASSPORT

REPRESENTS TRAVEL

Google™

"We need more images of groups of people having non-specific types of fun"

Google Search

I'm Feeling Lucky

CAN YOU

WDE

MORE

F*O*N*T*



Can you turn it around
in photoshop so we can
see more of the front...?

I REALLY
LIKE THE
COLOUR
BUT
CAN YOU
CHANGE IT



We want it to look like this
but don't copy it,
just make it different enough
but keep it the same!



Client: "What is your rate?"

Me: "€50 per hour."

Client: "Can I come & watch you?"

Me: "Of course, for €100 per hour."

Client: "What if I help you?"

Me: "That would be €500 per hour."



Additional Articles:

“Graphic designer: 5 tips for working with me”

“How to Talk to a Graphic Designer in Six Easy Steps: Part One”

(no other parts were written)

The gap between what you know and what you think you know is a dangerous place.

The alternative to good design is always bad design. There is no such thing as no design.

Good, fast, or cheap - you can still only have two.

A good guess must stand aside for a hard fact.

Keep being you, no matter what.

It's easier to be a critic than to be a creator.

Did you do it because it was a good thing to do, or because you could?

Everyone has their own ideas, including you. If you give all these ideas equal weight you will accomplish nothing.



Hiring Graphic Designers

- Do you need to get multiple bids?
 - Comparing apples to apples
- Portfolio Review
 - How do they work? Have they worked for non-profits before? What kind of audiences?
- The Contract
 - Do you want to buy the rights to the work?
 - Can you use the logos online? Future projects?
 - Will they be onsite for printing?

The Creative Brief

- Describe your mission. How does your department's mission support the overall mission of the organization?
- What is your main message?
- Who is your primary audience?
- Is there a distinction to how you engage with each?
- Do you want to change the perceptions of, or expand awareness within, your audience?
- How does your audience currently view you? Include positives and negatives.
- How do you want your audience to view you?
- What are some of the challenges you face in getting your audience to view you this way?
- What communications do you plan on using in the upcoming year to meet your goals?
- How would you measure whether or not you've been successful?
- SCOPE: Is this one piece, a suite, printed, online?

Early Discussions

- Share samples of previous pieces your organization found successful. *Why* were they successful?
- What is your main message?
- Who is your primary audience? (Age, gender, income bracket, knowledge of you, etc.)
- Is there a distinction to how you engage with each?
- Do you want to change the perceptions of, or expand awareness within, your audience?
- How does your audience currently view you? Include positives and negatives.
- How do you want your audience to view you?
- What are some of the challenges you face in getting your audience to view you this way?
- What communications do you plan on using in the upcoming year to meet your goals?
- How would you measure whether or not you've been successful?
- Does your organization have a Style Guide for design? Pantone colors? Logos that have to be used? Required Fonts? Share those high-resolution files right away!
- Do you have rights to everything? What needs credits?
- Glossy or matte? Electronic or print? Do you work with a print house already?

Avoid Jargon

Designers aren't the only ones whose talk can get technical:


- LYBUNTS, SYBUNTS, and prospects (oh my!)
- Planned Giving
- Payout, endowments, spend rates, quasi, expendable
- Beneficiaries and recipients
- Fiscal years, academic year, and calendar year
- Acronyms
- Tossing names around (do they know who the players are?)

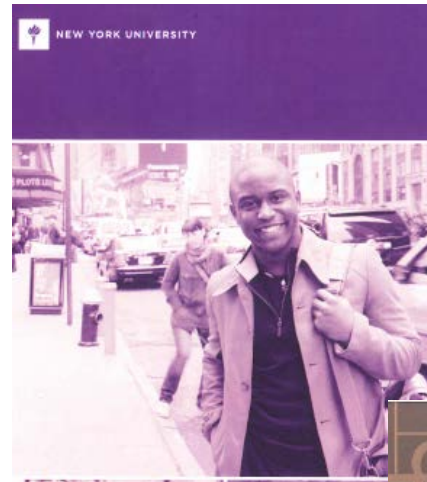
Design Jargon

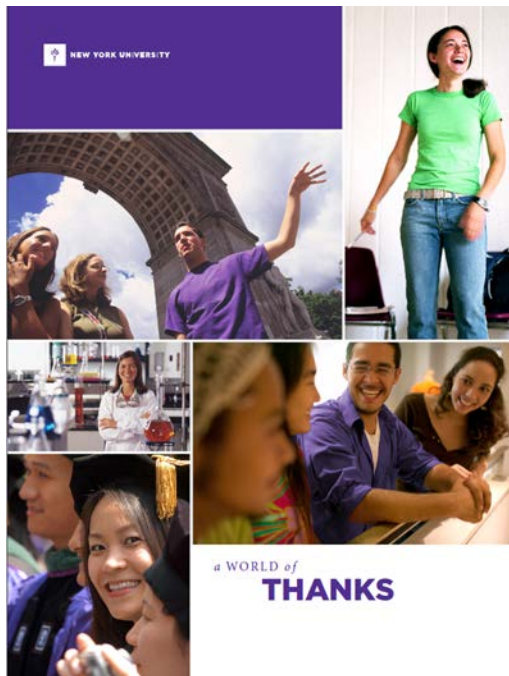
- PMS: Pantone Color Matching System
- RGB: Red/Green/Blue: electronic format (websites)
- CMYK: Cyan/Magenta/Yellow/Black: a.k.a. the four-color process, used in printing
- Bleeding is not a bad thing (full bleed goes to the edge of page with no margin)
- Color palette
- High-res photos are a must (banish the right-click, save-as approach)
- Mac vs PC
- Kerning: adjusting the space between letters in a font
- Tracking: adjusting space over a large block of text
- Line breaks: changing one word can change the layout of an entire page
- Orphans/Widows: a line at the end of a paragraph with just one word.

The Project Brief

- Describe the goal of the project and proposed deliverable?
- What is the lifespan of the project? How long will it be around for?
- Who is your primary audience?
- What is the one thing you want your audience to take away?
- What are the supporting points?
- What is the call to action?
- What is the tone and voice of the project?
- Creative considerations?
- Mandatories. What are the elements that the project requires?
- How does this project fit within your overall communications plan?
- Timeline

 NYU Alumni				
Project Management Timeline				
Task	Start	Finish	Duration	Notes
Submit Creative Brief				
Design Bids Due				
Concept Development				
Deliver Concepts				
Round 1 Review				
Deliver Round 1 Feedback				
Round 2 Revisions				
Deliver Round 2				
Round 2 Review				
Deliver Round 2 Feedback				
Round 3 Revisions				
Deliver Round 3				
Round 3 Review				
Deliver Round 3 Feedback				
Final Round Revisions				
Deliver Final Round				
Final Round Review and Sign-Off				
Deliver Final Files				
Send Files to Printer				
Production				
Mail Drop				





THANKYOU



Choosing a Printer

- Do you need to get multiple bids?
 - Is there an approved list of vendors?
- Portfolio Review
 - How do they work? Are they better at high touch or mass mail pieces?



Timelines and Planning

- Advance notice
 - How far in advance do you need to book time on their press?
- Samples
 - Show them examples of paper stock and gloss that worked for you in the past. Ask for comparables and pricing.
- Share your color palette
- Assembly: folding, drying, etc.



Printer Jargon

- Get the blues (or galleys)
- Bleed (again)
- Matte vs. Gloss and types of gloss
 - Will it leave fingerprints? Get a sample!
- Finishing (die-stamping, embossing, etc.)
- Crop marks: where the piece will be cut in the finished product
- DPI (dots per inch) resolution of printed piece
- Letterpress: raised, metal type (leaves impression)
- Lithography: (offset) images and whitespace are on one plane
- Pantone: color matching system
- Weight: can apply to thickness of line or of paper

Resources

- Glossary: http://www.malanenewman.com/glossary_graphic_design_terminology.html
- How logos are designed: <http://creativenerds.co.uk/articles/30-professional-logo-design-processes-revealed/>
- *The Non-Designer's Design Book* by Robin Williams
- *100 Things Every Designer Needs to Know About People* (Voices That Matter)
- American Institute of Graphic Arts: <http://www.aiga.org/>
- Pantone: <http://www.pantone.com/pages/pantone/index.aspx>
- Wikimedia commons: <http://commons.wikimedia.org/wiki/Category:Images>
- istockphoto: www.istockphoto.com

Questions?