

Working with Creative Teams

How to Reduce Confusion and Maintain Strong Relationships

White
Paper

BOP DESIGN

Introduction

Graphic designers, webmasters and even marketers are not strongly represented on a B2B firm's payroll. Many companies opt to outsource these services on a project-by-project basis. Bop Design clients have a diverse organizational structure and size – from less than five employee operations to larger companies with multiple branches nationwide. With all client companies, one characteristic is the same: they come to Bop Design for our creative thinking and professional delivery.

As businesses search for a capable outsourced creative team, understanding the creative process and each person's role will help. Here are some tips and guidelines to ensure that a B2B firm finds the right creative team for their unique needs...



Research the Employee If a B2B engineering firm is seeking a web developer to create a new company website, hiring a designer with only consumer marketing experience doesn't make much sense. Hiring creative teams that work with your industry is ideal, as they will come to meetings with an understanding of the target market and industry norms.

Provide Company Background Before discussing background colors and wireframes, provide the designer with a company background, business model, value proposition, audience demographics and deliverable goals. If you are struggling to answer some of these questions, it may be time to seek out a [comprehensive marketing firm](#) that can conduct a market analysis before implementing a tactical marketing plan.

Outline Primary Communications Objectives Whether it's a brochure, logo or website, there should be an end goal. Share with the designer examples of similar projects. Not so the designer can replicate the sample, rather gain a clearer understanding of what appeals to your company and most importantly, what engages your firm's target market.

Understanding the Creative Process

Set Roles and Responsibilities Each designer and company is unique. Determining which steps in the design process each party is responsible for is critical to maintaining a project timeline. Will the company or designer write all the content for a project? Who will manage printing? Set deadlines for each step in the project and provide some flexibility in those dates.

Be Mindful of Editing Sending a project back and forth for minor changes can slow down the timeline and increase costs. If a project is being tweaked multiple times, you may want to revisit the initial communications objectives with the designer to see if it still meets those goals.

Schedule Regular Check-Ins Seeing a project once at the very end rarely results in a satisfied customer. Schedule regular review meetings with the designer and provide direct, honest feedback. Designers are there to deliver your ideal product, not push their own design beliefs but sometimes...

Trust Their Judgment You hired a designer based on their strong qualifications, now it's time to let them work. You may not agree with every choice they make, but if they strongly advise a change, they have good reason for doing so.



Working with a Graphic Designer



Above are some general guidelines while working with any creative employee, but certain projects require certain expertise. Here are some tips to remember when working with specific disciplines:

Working with a Graphic Designer

Provide the Right Digital Elements Typically, a graphic designer will build your project with Adobe Creative Suite, which means a company logo and other images should be high enough resolution to support the project. Don't go solely based on your computer screen legibility if the project is for a printed flyer, chances are the images will print pixelated if the resolution is too low.

Discuss Printing For a printed marketing piece, communicate with the designer if they are expected to print the materials or if it will be done in-house. Some designers have working relationships with printing houses and can ensure the final product meets high-end standards.

Understand Photo Rights If the designer is purchasing images to use for the project, understand the costs involved in purchasing these images and if there are any limitations in usage.

Printing Terms Defined

A misunderstanding in print design terms can lead to unsatisfactory results and costly reprints.

To ensure printed materials turn out right the first time, here are some common terms:

- **Bleed:** Any design element on a print piece that extends past the edge of the paper. If a business card is entirely one color (besides white), the designer will indicate to the printer that the color should cover the entire page.
- **CMYK:** The combination of ink colors most commonly used in 4-color process or digital printing, cyan (blue), magenta, yellow and black (represented by the "K"). Printed documents are always done in CMYK, whereas web elements are created in RGB and hexadecimal.
- **Pantone Colors or PMS (Pantone Color Matching System):** A set of universal colors that every printer in the world can replicate. Each Pantone color comes with CMYK, RGB, hexadecimal and Pantone color codes.
- **Offset Printing:** When a printer sets up a different plate for each color, and runs every print through each color plate to create the final printed piece. Generally used for larger print jobs of 1,000 pieces and up.

Working with a Web Developer



If possible, assign a project manager who is familiar with code terminology who can help resolve any conflicts along the way.

Working with a Web Developer

Understand the Elements of a Website You may already know what a sitemap, home page and subpage is, but understanding its purpose and stage within the design process will help the success of a project. If possible, assign a project manager who is familiar with code terminology who can help resolve any conflicts along the way.

Define Ownership Unless otherwise specified in the agreement, the developer owns the code to a completed website. A company should own the code and most developers will include it in the contract once specified. The only exceptions are certain codes, scripts or templates the developer created on their own and owns the rights to.

Website Terms Defined

There is no need to feel confused when a web developer starts rambling off tech jargon. Here are some common terms to help in the design process:

- **Hypertext Markup Language (HTML):** The standardized language used by web developers to build websites. The most recent version is HTML5.
- **Cascading Style Sheets (CSS):** The common technique used to create the design of the website. Most recently updated to CSS3, this works with HTML to create the overall website by defining design elements such as font, size, colors, borders and more.
- **HTML Tag:** An element used to define the structure of a webpage, using the opening (< >) and closing (</ >) keystrokes.

Download our “Web Developer Terminology Defined” white paper for more terms.

[Download Now >](#)



Working with a Photographer or Videographer

Working with a Photographer or Videographer

Provide a Shot List Put in writing a wish list of visuals you need captured. Will the CEO be giving a presentation at a specific time? Are there specific individuals at a networking event you need? Ideally, if shooting an event provide the photographer with an event timeline that includes time, location and ideal shots.

Ask to See a Storyboard If creating a video, outlining the video is called storyboarding and is a critical step to establish objective, messaging, visual and the overall result. Provide edits and input to this process so no surprises are discovered after shooting.



Ultimately, hiring a professional designer, giving clear direction and feedback and staying involved will keep design moving forward. At Bop Design, we provide a project coordinator to guide you through the whole process. [Contact us](#) today for all your design needs, including [logo and branding](#), [print materials](#) and [web development](#).