



## Working Effectively with a Graphic Designer

1. Realistic Time Frames
  - How can I establish realistic time frames?
  - What is today's date?
  - What is my deadline for this graphic design project?, Why?
2. Provide Examples
  - Do I have examples of the type of work I like? If no, can I get examples?
  - Why do I like these examples?
3. Don't Expect Perfection on the 1st draft
  - What are the strengths of the first draft?
  - How specifically can the first draft be improved?
4. Avoid generalized
  - What specific feedback can I give about the graphic design work?
  - How can I keep my feedback specific?
5. Break it down into components
  - What are the 5 main components of graphic design?
  - Which components are strong?, Why?
6. Don't be controlling
  - What visual examples can I provide in order to give constructive feedback?
  - How can I release some control?
7. Ask Questions
  - What questions do I have?
  - Why?
8. Know when to say when
  - It is time to wrap up this project. What would get me to this point?
  - What constructive feedback can I give in order to get to this point?

## Our Studio

We specialize in providing designs in the areas of branding, multi-media, digital and print media such as logos and website design inspired by clients and informed creativity. We are dedicated to graphic design services that produce results.

Let's get started by talking about your graphic design needs, wants, desires, assets and how we can assist you in *Soaring by Design*.





54%  
of people infected with  
**HIV**  
were African American  
(2007)



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## Shidonna Raven.

We understand that results matter. That is why we bring over 12 years of art and sales experience to your company or organization.

When you schedule your free 15-30 minute consultation with us, we listen to your needs, goals, objectives and to what is most important to you in order to assist your company or organization in *Soaring by Design*.

Free 15-30 minute Consultation Date \_\_\_\_\_ Time \_\_\_\_\_  
\*depending on your project consultation fees may apply.



Prince Charles "...the more people will rediscover the importance of the traditional crafts, the directly human things that are crafted by humans and not by machines."

Source: Washington Post 9.7.18

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