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## GRAPHIC DESIGN | BUSINESS PRACTICES

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*01 Standards of professional practice.pdf*

*02 AIGA Design Leaders Confidence Index.pdf*

**GET A JOB**     *See 03 Get a Design Job.pdf*

"The real issue is not talent as an independent element, but talent in relationship to will, desire and persistence." —Milton Glaser

Not everyone is a design genius, but everyone can do something very well.  
Do you know what makes you special?

"As new technologies appear and new elements of design are revealed, some designers are attracted to them."

Networking, Associations

**PORTFOLIO**     "A portfolio is a self-explanatory strategic tool."

WHAT CLIENTS and EMPLOYERS LOOK FOR

Making the client/employer look good

Technical ability

Giving the client what they really want

Be the Aspirin, not the headache

Does it fit their program or even fill a need?

Work within Deadlines and budgets

Self-assignments, ex. Annual reports

Format should match the client/employer

Website, PDF, "Leave behinds"

Blog, SEO, Paid placement, HTMLvs.Flash, Analytics

**INTERNSHIPS**     Take on as many jobs as possible to boost your resume. ALWAYS do your best work. Waiting for your dream job or project will never come, so make each project the best work you've ever done.

Design firms' use interns to keep payroll down and help with small tasks around the studio.

"An intern is a professional in training. An intern does not yet have the knowledge and experience necessary to be fully useful in the studio."

An intern is not a volunteer or a freelancer.

Training should be primarily for the benefit of the intern.

An internship cannot carry any guarantee of a future job.

Minimum wage in Ohio is \$7.30. I would expect \$8-\$10 per hour OR credit hours.

**FIRST JOB(S)**     Small vs. Big studio  
What to expect from both, positives and negatives

**FREELANCE**     Why?

BUSINESS PLAN

Should include: Equipment, Rent, Remodeling, Legal fees, Advertising, Salaries, Supplies, Insurance & taxes

Cash flow

Sources of Funds

## STUDIO FINANCES & TAXES

### LLC

Deduct everything: computers, paper, travel, workspace, food, etc.

Accountant

Sales Tax

Withhold appx. 30%-50%

1099 for anything \$600 and over

Health Insurance

## SELF-PROMOTION, ADVERTISING & FINDING CLIENTS

"Satisfied customers are not loyal; delighted customers are loyal. You wow customers by exceeding their expectations. When they perceive that they have received sacrificial service from you, they are delighted."

–Roger Brucker.

Its easy to loathe clients, but it doesn't get you more business.

"As soon as I can, I change the meeting from me selling work to me helping them with their communication problem." –Ellen Shapiro

Networking

Ad Agencies, Design Studios & Overflow

Guru, Design Quote, Coroflot, Commarts

Leads, Potential business, and Created clients

The Self-promotion piece

Mailing list

Competitions

Pro Bono Work

Take clients you like, not entirely based on how much money they have.

## PRICING YOUR WORK

Price = the extent and value of the use of the art.

"Some inexperienced art buyers assume that they are buying a product for a flat fee, with the right to reuse or manipulate the art however they wish" (63).

Logos vs. Posters and "all-rights" vs. limited agreements. Communicate their rights!

## HOURLY RATE VS. PROJECT BASED FEE

Hourly rate (for a 35 hour week) =

1] Calculate expenses: Direct and indirect overhead for the year (rent + utilities + insurance + advertising, equipment + transportation + supplies + etc.)

2] Calculate Salary: [see AIGA chart or <http://designsalaries.org/calculator.asp>]

3] Divide the total by 1,680 hours in a year (52 weeks less 4 weeks vacation)

4] Add profit margin of appx. 10%-15%

(compensate for inflation appx. 3%)

For Example:

Entry-level Designer:

Expenses (\$6000) + Salary (\$33,000) = \$39,000

$\$39,000 / 1,680\text{hrs.} = \$23/\text{hr}$

$\$23/\text{hr} + \text{Profit Margin } (\$2.30) = \$25.30$

First Year hourly rate: \$25.30

Second Year hourly rate: \$26.00 (\$25.30 + \$.70 for Inflation)

PROJECT BASED FEE based on time x hourly rate) for an entry level designer:

Poster: \$200 - \$500

Logo \$400-\$500

Website: \$1000 - \$3000 (specialty skills required)

Invitation: \$500 - \$1000 Many designers charge per invite. Consider printing costs.

Brochure: \$500 - \$1000

## CONTRACTS & COPYRIGHT

### CONTRACTS

Negotiate equal balance of Power

Ceilings and limits of payment

Expectations to protect you and them

Kill fee and Rejection fee (30%-100%)

*See page 23 of 04 Standard\_agreement.pdf*

### COPYRIGHT & ETHICS

"Presumptive evidence of ownership" and "innocent infringers" include © in your work online or perhaps elsewhere.

Rights of Reproduction (you maintain)

Resale Royalties (only in California)

You may run into others offering other means of compensation or payment such as stock in the new company.

### IMAGES

"Definition of Rights Managed

Rights managed images are considered as the "traditional" way to purchase photography. The images are essentially rented from the photo agency or individual photographer and a price for a specific use is negotiated. An additional fee will be added to the cost of the image rental if it is used for any other purpose.

When purchasing rights managed images, the designer or agency is paying an extra cost to have the photographer or photo agency "manage" who has the "rights" to the image. This option provides extra comfort knowing that a direct competitor or any other industry won't be plastering the same images on their campaigns.

Definition of Royalty Free

Royalty free essentially means the borrower of the image does not have to pay royalties to use the image, but only a one time fee and they image is theirs to use as they wish for as many projects as they want.

Royalty free images are purchased by image size (the smaller the size, the cheaper the cost) or as part of a bulk album without a price negotiation or any knowledge of how the image will be used. Although royalty free images seem to give the designer more freedom they still have limitations." (www.suite101.com)

### FONTS

Buy your own & use your own or the companies.

[http://typography.com/ask/faq.php#Ft\\_11](http://typography.com/ask/faq.php#Ft_11)

### SOFTWARE

Copying, downloading, pirating, educational versions

## THE CLIENT RELATIONSHIP

*See 05 What Every Business Needs.pdf*

*See 06 AIGA Ethics.pdf pages 7-18*

Design is working with a client, not just doing amazing work.

"The ideal designer is one who knows how to meet the client's need, and the ideal client is one who knows the value of what he or she is buying" (ix, Paul Davis).

### PROPOSALS

Speculative work is prone to risk and is discouraged. However . . .

Once chosen do a "walk through" – a step by step timeline of every activity and the time and resources needed to accomplish it. This is the "Design Brief."

### PRESENTING THE FINISHED PRODUCT

Output – Printer files, etc.

Style Guides

Presentation

### COLLECTING

Communication! – Timeline

Direct Negotiation and Second Notices

Bankruptcy clause in contract

Client or Artist Error – keep good records

Extensions

Better Business Bureau for unethical behavior or Small claims court

## ARCHIVING

Archiving is identifying. Do not keep everything.

Keep the process, not only the final result.

Archiving is organizing. Keep items that belong together, together.

Describe what you have and where you have it stored.

Keep your archive in a safe place—high and dry.

Safely house your archives in suitable boxes, files, folders or tubes.

Think about digital durability: keep old technology and equipment\*

Set up database to track and index your Archive