Best Practices for Working with Designers

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THE KINETIX GROUP

Topics

Importance of an Overall Project Brief

Effective Communication

Tracking Art Files

Know Your Designer's Portfolio

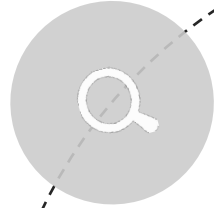Trends in Presentation Platforms

Other Design Tips and Tricks

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Importance of an Overall Project Brief

- **With any new project, plan to provide your designer with a brief overview of the project:**
  - **Project Objective**
  - **Intended Audience**
  - **Timing Details**
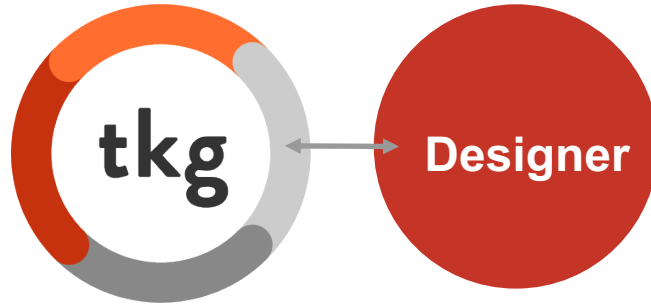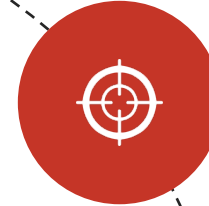 - **Submission Plan**
  - **Special Client Requests/Branding**
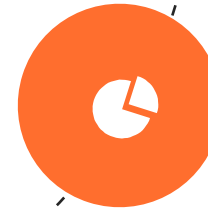
Effective Communication

Add Job Codes to Subject Line for Easy Tracking

Inform designers if/when there is a potential for further changes

Communicate with Designer how to efficiently track design (Color Coding, Check Marks)

Clear direction in comments, avoid relying on comment placement

Periodically asking for any vacation or other upcoming engagements

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Tracking Art Files

- **Tracking Art Files is key for any deliverable, especially when switching designers**
- **Discuss appropriate times to request art files from your designer with your team (i.e. During submission)**
- **Ensure your designer provides all parts of an "Art File Package"**

Art File Package

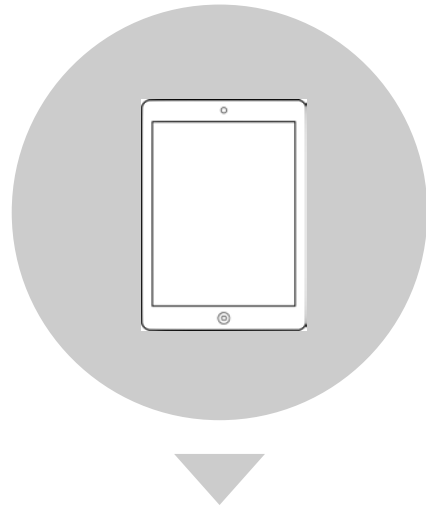| Name	Date modified	Type
Instructions	11/15/2016 12:23	Text Document
Document fonts	7/18/2018 6:42 PM	File folder
Links	7/18/2018 6:42 PM	File folder
Indesign File	11/15/2016 12:23	InDesign Markup ...
Indesign File 2	11/15/2016 12:23	InDesign Document
PDF File	11/15/2016 12:23	Adobe Acrobat D...

Know Your Designer's Portfolio

Potential Design Capabilities:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Quark Xpress, Mac OS X, Adobe Acrobat, Creating Mock-Ups, Microsoft PowerPoint, Microsoft Word

Potential Strategic Design Capabilities:

Concepting, Collaboration, Creative Team Management and Development, Brand Stewardship, Project Management, Confident Presentation Skills, Process Implementation, Staff and Vendor Management

Ask for your designer's resume or portfolio

Trends in Presentation Platforms

Shift towards multiple presentation platforms for more seamless and creative delivery

Increasing iPad usage with the training department, brand teams and sales leadership can help reps be better prepared, improve performance and boost sales.

Examples include:

- **Keynote**
- **Ingage**
- **Prezi**
- **WordPress Website + Offline Kiosk App**

Be sure to confirm submission processes with your client

Feel free to share any other *Tips or Tricks* when working with your designer!

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