Module 4 Session 3 - *In Brief*

Working With Graphic Designers

1. ***Before You Start***
   1.1. Establish common expectations with the designer at the beginning of the project.
   1.2. Introduce your designer to your organization's current design assets.
   1.3. Keep open communication with the designer throughout the project.
   1.4. Give the designer sufficient time and space to do their best work.

2. ***Know Your Audience***
   2.1. Take time to think about who your intended audience is for this project.
   2.2. Communicate your target audience and their needs to the designer.

3. ***Define Your Vision***
   3.1. Bring your ideas together in slide deck, vision board, collage etc. so you can communicate your specific vision to your designer.
   3.2. After putting together your vision materials, communicate your specific vision, or potential ideas, to your designer to get them on the same page.
   3.3. Also, more than likely your designer will also have some helpful ideas for the vision of the project so be sure to be open to better ideas as they come up!

4. ***Leave Execution To The Designer***
   4.1. After communicating your project vision to the designer, let the designer take ownership of the execution of the design work.
   4.2. Continue to have regular check-ins with your designer to assess project progress, evaluate current designs and adjust course as needed.
   4.3. Continue to communicate concerns openly with your designer.

5. ***Continue To Iterate***
   5.1. As your designer provides updates, be sure to give honest, actionable feedback.
   5.2. Continue to iterate off of each other's ideas.

6. ***Finalize And Distribute Your Design***
   6.1. Once you and your designer both feel comfortable with a final design, move forward with distributing the design to your audience.
   6.2. Distribute your design to your target audience in the appropriate method. Disseminating your design could entail any of the following mechanisms: social media, websites, flyers, email, posters, etc.
   6.3. Note how your target audience reacts to or uses your materials. This information can be used to guide future designs and improve engagement in the future.