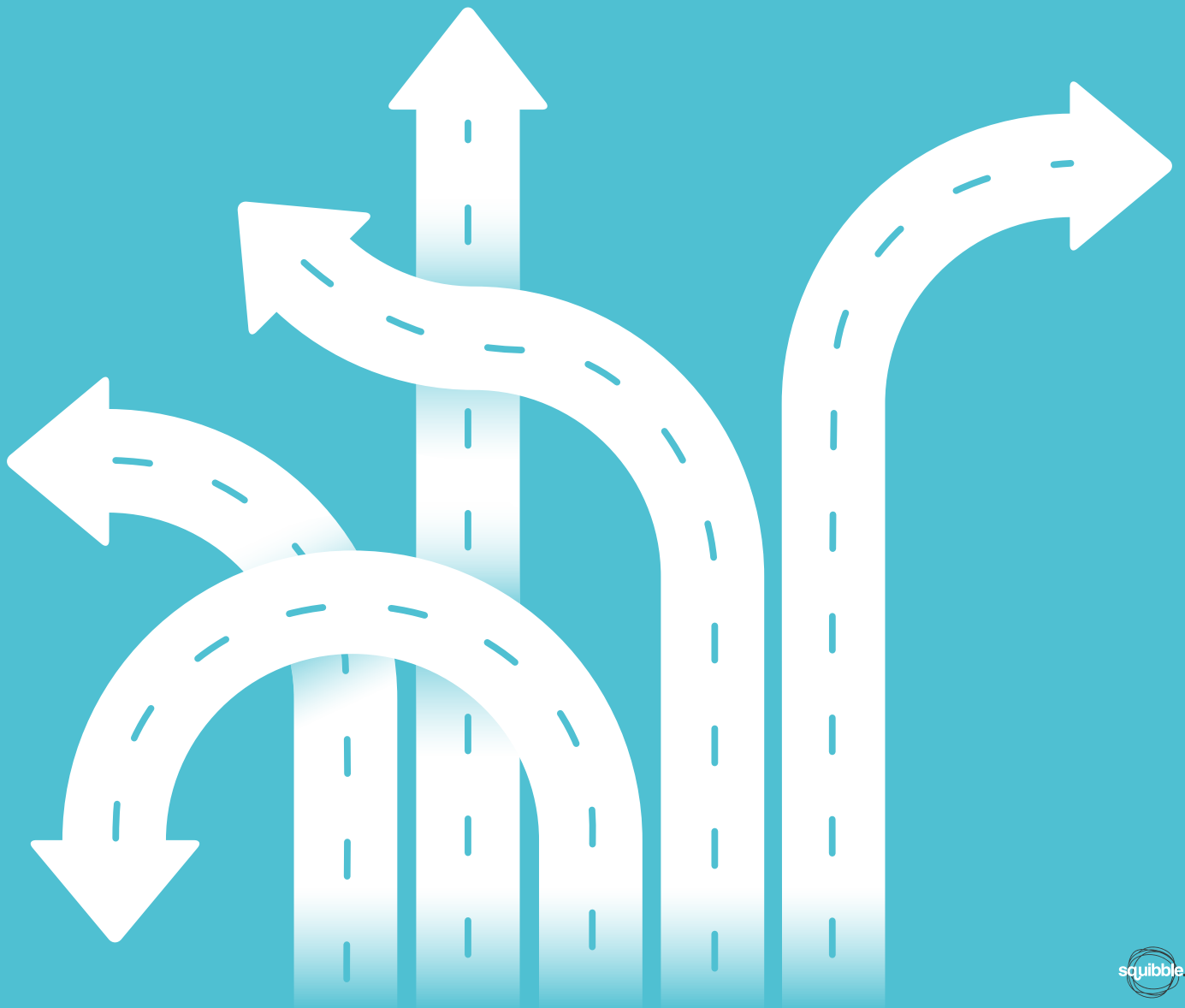


FIELD GUIDE TO:



CHOOSING A DESIGN AGENCY





Hi there!

Welcome to Squibble's Field Guide
to Choosing a Design Agency.

If you're reading this, then you're probably in need of some design work and possibly wondering how you go about finding the right agency to get it done.

It can be a daunting task. However, with the right planning and guidance, you can find an agency which will help your business stand-out from the crowd, speak to your clients and ultimately boost sales.

Sounds good, right?
Well, let's get started then!

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Any business decision you make needs planning

Below are the key pieces of information you'll need before starting to find a Design Agency

01 OUTLINE YOUR PROJECT

Having a clear outline of what your design project entails will really help you and our chosen agency.

02 YOUR PROJECT GOALS

Setting goals for your project will help your design agency understand the problems you're facing and will help you measure success.

03 BUDGETING YOUR PROJECT

Having a sensible budget for your project is essential. It will help your chosen agency offer you the best solution for your project.

04 YOUR PROJECT DEADLINE

Think about the time you and your agency will need to put into your project. A realistic timescale can have a favourable impact on your budget.

05 EXAMPLES AND REFERENCE MATERIAL FOR YOUR PROJECT

We all know a picture can tell a thousand words. Collating your thoughts and ideas for the project will be a great help to your chosen agency. The internet has a wealth of great resources.

To get you started here are a few sites to check out:



dribbble.com



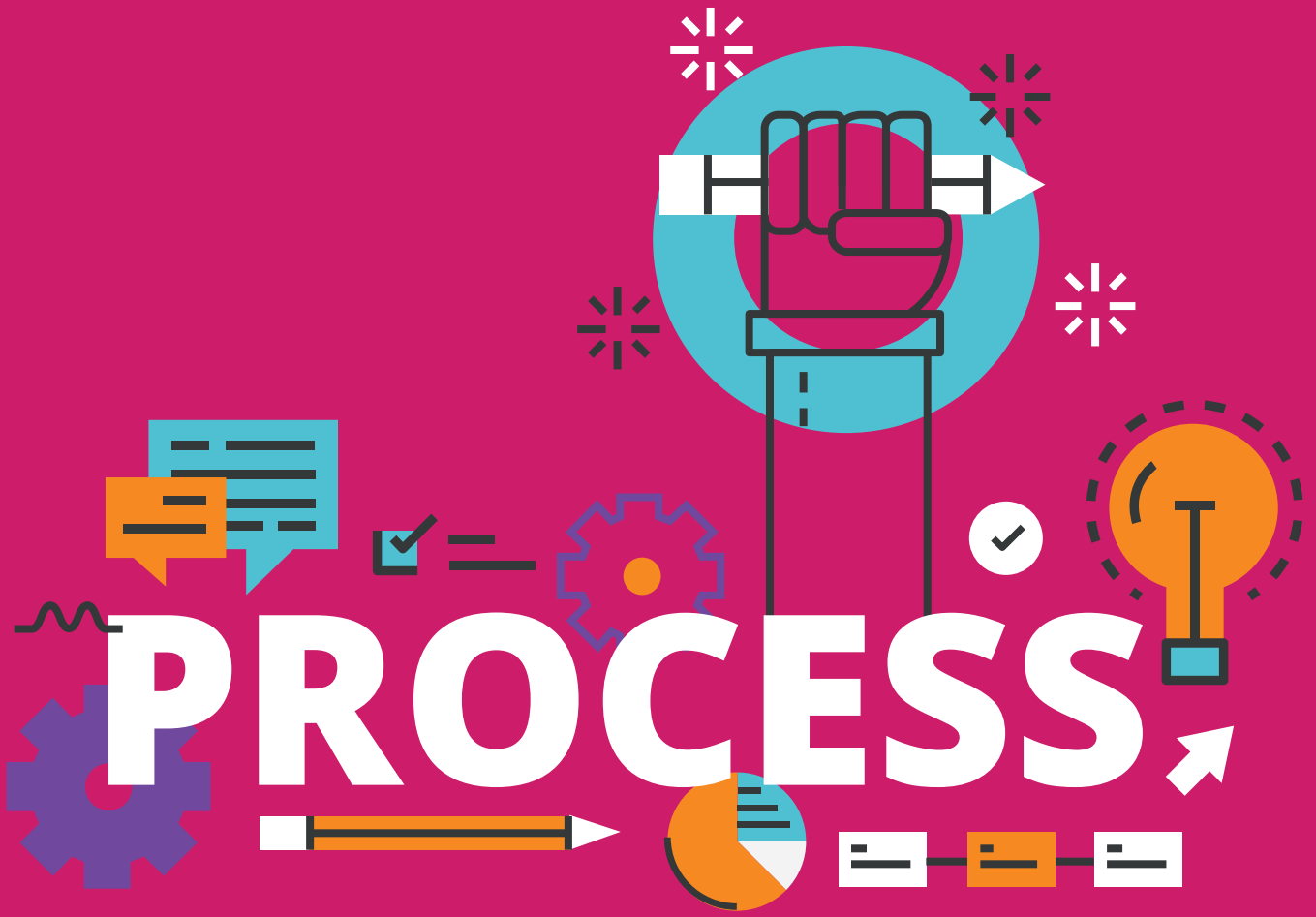
pinterest.com



behance.net

“The goal of a designer is to listen, observe, understand, sympathize, empathize, synthesize, and glean insights that enable him or her to ‘make the invisible visible.’”

HILLMAN CURTIS



You have a plan, now it's time to search

Here's our recommended process to finding
the perfect agency for your project

01 LOCATION

Think about whether the agencies location is important to you. Do you want face-to-face meetings or will phone calls, emails and Skype be okay?

02 CREATE A LIST

Create a list of agencies you're interested in a start to go through their websites, thinking about the style you're looking for and your budget.

CROSS OFF ANY AGENCIES THAT DON'T FIT YOUR PLAN AND NEVER IGNORE YOUR GUT FEELING!

03 MAKE CONTACT

Picking up the phone is often the quickest way and if an agency makes time for your call to talk about your project, the chances are you'll have found an agency that cares about your project.

04 STEP BACK

Taking a day or two to let your research sink in will help you make a more informed decision. It's also a good idea to speak with someone you trust who can help look at the choices you've made so far.

05 MAKING THE FINAL DECISION

Once you've compared the responses from your short-listed agencies you should have a pretty good idea about who you want to go with. Chat with your chosen agency and don't be afraid to ask questions, like who you'll be working with.

Once you're 100% happy contact the agency to let them know and they'll advise you on what to do next.

TOP TIP

Make sure you have it in writing that ownership
and any source files are transferred to you on
payment of the final balance.

Building a Relationship

One of the most important parts of any design project is building a relationship. Great relationships yield the best results as an agency learns about you and your target audience. It should get to the point where working with your design agency is like working with a business partner.

STAY CONNECTED

We hope this guide has been of some help to you.

If you have any questions or would like to chat about your next project we'd love to hear from you.



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Name

Email

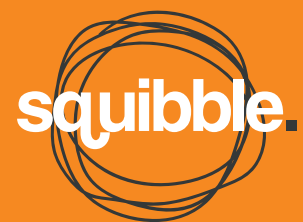
Message

Thanks for your time. We wish you all the best!



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