

Guest Columnist

Does This Design Firm Make Me Look Fat?

By Gabriella Wheeler, March 1, 2007



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Finding a design firm that is the right fit is important. Selecting the wrong firm for the wrong reasons can be harmful to your business. After all, the work that is produced is a reflection of your company and will be seen in the market by current and prospective clients.

Hiring a design firm can be a challenging process. Although cost may initially be your top criteria, there are many other things that are just as important and should be considered. Remember, design is an investment, not an expense. Being willing to invest in a qualified, experienced firm - while being mindful of your budget - is the first step in the process. If you hire the cheapest, you'll get what you pay for. Clients who understand the value of good design realize that a qualified firm will produce the results they are looking for and ultimately increase their revenue. Good design doesn't cost money, it makes money.

Designers don't sit around and draw pictures all day, they create visual means of solving complex business problems. When considering a firm, examine their portfolio. Ask questions like: What was the client's goal? How did you come up with the concept? What were the results? Why did you use these colors or these fonts? An experienced design firm will be able to intelligently answer these questions because they put in the time during the creative process to collaborate with the client and do their research.



One final thing to remember is that you don't have to know exactly what you're looking for; that's what a good design firm is for - and that's what you're paying them for. A talented design firm has a good sense of what works and what doesn't work. View them as a strategic business partner, an extension of your team who cares about getting results just as much as you do. They will take the time to learn as much as possible about your business, your goals and objectives and offer creative solutions to meet - and hopefully exceed - your expectations.

Hiring the right design firm is an important business decision. They will be responsible for communicating your brand, your image, and your message. Be sure whoever you hire is aligned with the points discussed in this article, and you can be confident that your investment will be a wise one... and it'll look good on you!