

## **A Primer on Buying Graphic Design Services**

**Easy as**

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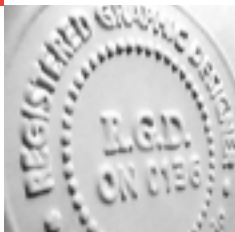
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**The Association of  
Registered Graphic Designers  
of Ontario**

**L'association des  
graphistes agréés  
de l'Ontario**

R G D

Registered Graphic Designer



***Graphic Design is seen everywhere – in all kinds of media, in all different languages.***

In logos, trademarks, identity programs/systems  
stationery, brochures, product literature  
annual reports, books, newsletters, magazines  
charts & diagrams, packaging, posters  
exhibits/displays, sign systems/environmental graphics  
advertising, television, cd-roms, and web sites.

Graphic Design is an interdisciplinary, problem-solving activity which combines visual sensitivity with skill and knowledge in areas of communications, technology and business. Graphic design practitioners specialize in the structuring and organizing of visual information to aid communication and orientation.

Graphic Design services include:

- design and other conception
- aesthetic judgement
- research, costing, planning, coordinating
- project management
- quality control
- strategic communications planning
- consulting
- advertising & art direction

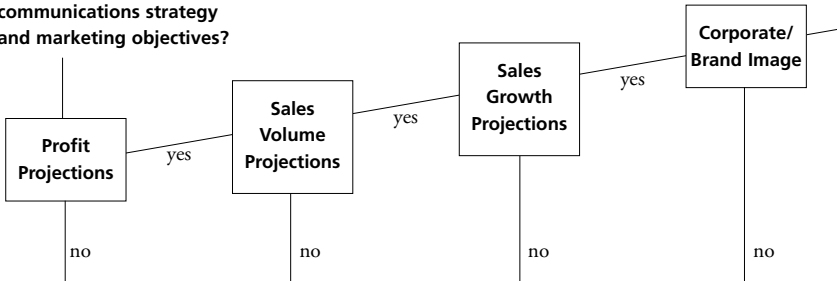
## ***Good design is good business***

The role of graphic design in communicating an organization's perceived assets is significant. Good graphic design can enhance products, environments, communications and corporate identity. Appropriate and effective graphic design can convey an organization's positive qualities and distinguish it from the competition.

Good communication is the product of good graphic design and is essential for building brand and increasing market share. All organizations, whether government, non-profit or TSE 300, can exploit graphic design.

Simplified decision model to assess the viability of a new design.

Is the design idea compatible with communications strategy and marketing objectives?

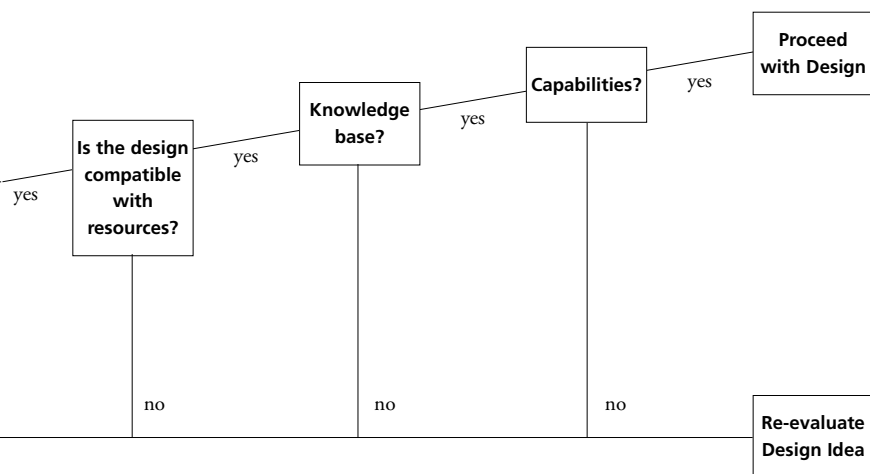


## Determining your needs

Your organization may already have a corporate communications strategy or a marketing strategy that will help you consider the following:

- What do you want to communicate?
- Who is your target audience?
- What resources are available to expend?
- Which media are most appropriate?
- How will efforts be evaluated?

Registered Graphic Designers are skilled and knowledgeable in areas of communications, technology and business, and may be consulted to conduct a needs analysis. The R.G.D. designation is your assurance of an experienced and qualified professional who is governed by the Rules of Professional Conduct of the Association of Registered Graphic Designers of Ontario.



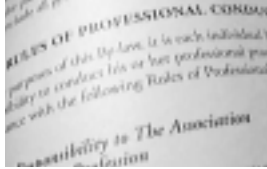
## *How to hire a Graphic Designer*

Choosing an experienced and qualified graphic designer who is capable of meeting your communication needs is essential. The following ways are recommended:

- a referral directly from the Association of Registered Graphic Designers of Ontario  
(There are close to a thousand registered practitioners, educators, students and associates in the Association's registry. From Ottawa to Windsor, Niagara Falls to Thunder Bay, qualified members are ready to help you with your next project. There is no charge for this referral service.)
- a referral from friends/colleagues
- finding a graphic designer through workshops, seminars, consumer/industry tradeshow
- finding a graphic designer through the newsmedia, or
- contacting a graphic designer whose work you admire.

Once you have a list of candidates, qualifying and interviewing them is the next step. Interviews will give you an opportunity to:

- discuss your project, including
  - time frame
  - fee structures and budget considerations
  - needs & desires
- examine the designer's portfolio
- request references



The qualifying interview will help you assess a future client-designer relationship.

Compatibility in working styles and a mutual understanding of the project needs will be considerations. The better you communicate your objectives, the more successful the graphic designer can be in meeting them.

Once the scope of the work, time frame, budget and fee schedule have been agreed to, expect to receive a letter of agreement detailing the fees, terms and standards. A written contract or agreement at the beginning of each project is your protection against any misunderstanding or miscommunication.

The Association welcomes referral inquiries and other inquiries from the public.



The Association of Registered Graphic Designers of Ontario is the self-regulatory professional body for graphic designers in Ontario. The Association was created by an Act of the Ontario Legislature in 1996 and is the sole grantor of the designations Registered Graphic Designer and R.G.D. The Association of Registered Graphic Designers of Ontario is the governing and disciplinary body for its members in Ontario. Under the Act (Bill P<sub>R</sub>56), the Association's mandate is to serve the best interests of both the graphic design industry and the public.

The Association of Registered Graphic Designers of Ontario is a member association of the Society of Graphic Designers of Canada

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