2015–2016 PROFESSIONAL GROWTH SEMINARS
with Rick Burress and Peggy Deal

October 16, 2015
STEM for Graphic Design Teachers

Attention-grabbing lessons that integrate Science, Technology, English, and Math into your weekly teaching plans. We will demonstrate, and teach you how to instruct your students regarding the need to use STEM concepts in Photoshop, Illustrator, InDesign, Photography and Year Book. With an eye towards meeting the State Standards, you’ll receive at least 3 lesson plans for each application, including finished demos and sample files.

This is a hot new seminar and our demos are powerful, simple, and incredibly useful.

February 19, 2016
Galvanize the Principles of Graphic Design

Real world ways to apply the graphic design principles! Get tips and tricks on how to make line, shape, texture, space, size, value, balance, emphasis, rhythm, unity, and contrast the foundation for each project.

We will walk you through building a check list of considerations for layout and design success, and help you determine which principles to apply when. You’ll receive files, handouts, projects and plans that will help unfold the roadmap that is the process of design.

Contact Shea Padilla at Shea.Padilla@azed.gov for more information
The Graphic/Web Design Entrepreneur
Peggy Deal has more than 37 years of experience as a graphic designer. She is the Chairman of GCEF, the Program Chair for Scottsdale Community College Graphic Design and has owned her own company, Deal in Design since 1999. Peggy is also the Operations Director for IDUG, the Phoenix chapter of the Adobe InDesign User Group, as well as state chair for the Arizona SkillsUSA competition.

Paige Lock is a graphic designer and owner of design firm, Paige's Pages. Before starting her firm, Paige worked as a designer and in prepress for a large offset printer. She is the Secretary for GCEF and an instructor at Scottsdale Community College, teaching InDesign and Photoshop. She also chairs regional SkillsUSA competitions for Arizona.

Cathy Skoglund is the Manager of Operations and Business Development for the Arizona State University Print & Imaging Laboratory. An effective leader and dynamic manager with detailed experience in all facets of digital printing operations and business development, she is an accomplished industry professional, whose talents include facilitating continuous improvement programs and evolving organizational teams to include operational, tactical, strategic and visionary results for all stakeholders.
entrepreneur vs freelancer
entrepreneur

*noun* en·tre·pre·neur \än-trə-prə-'nər, -n(y)ər\n
a person who starts a business and is willing to risk loss in order to make money

freelancer

*noun* free·lance \frē-lan(t)-sən\n
a person who pursues a profession without a long-term commitment to any one employer
A good designer meets deadlines; an entrepreneur exceeds expectations.

A good designer stays updated on the latest design trends; an entrepreneur redefines current trends and sets new ones.

A good designer answers emails and phone calls from clients immediately and politely; an entrepreneur anticipates concerns or questions and calls their clients before small concerns become problems.
But a successful freelancer is a prepared freelancer.
Why are you freelancing?

Imagine your dream lifestyle and take note of what it entails.

• Making your own hours?
• More free or flexible time?

• Full-time or part-time?
• Grow your career?

A freelance life will only work for you if you know why you’re freelancing in the first place.
2. What are your key strengths?

We all have the capacity for excellence but we aren’t all excellent all the time.

- Practice skills and strengthen them
  - the greater your skills,
  - the higher you can set your prices

- List all your skills
  - those you can legitimately
  - charge a fee for

Consider the personality traits that might enhance these skills.
This is your freelance identity.
3 Getting Clients?

How to get referrals
• colleagues
• friends
• past clients
• network research plus manners
• keep in touch — follow up on the success

Maintaining relationships is the single most important thing to ensure good referrals

be pleasant to work with
do good work

Don’t be too nice:
don’t worry about keeping up harmony at the expense of being straightforward and fully engaged

Sometimes you need to tell the client they are making the wrong call
4 Necessary Elements

A portfolio is proof that you can do what you say you can do

Redefine what is “Our Work”

Portfolio is evidence

Real work includes the conversations, decisions and convincing

• Be clear and enthusiastic

• Elevator speech
  
  short — 1-2 minutes; 150-200 words maximum

STEPS

1. Write one sentence that defines who you are.
2. Describe what you do in 1 or 2 sentences (every day)
3. Who is your target audience or ideal client?
4. What is your competitive advantage?
5. Call to action?

1. Edit
2. Avoid technical language - don’t assume they know anything about what you do
3. Practice
4. Say it when looking in a mirror
5. Practice
6. Show your passion
7. Say it to a 5 year old
Money

- comfortable talking about money
- not doing design — selling design

How much to charge
Hourly? By Project?

**Hourly**
Pros: Simple. Easy to negotiate. Rush rate can be established for time sensitive jobs. Accommodates variable job scope.

Cons: Client may be wary, since there’s no project ceiling. No rate flexibility for a demanding project. Penalizes you if you’re fast! Can be difficult to raise.

\[
\frac{\text{annual salary} + \text{annual expenses} + \text{annual profit}}{\text{annual billable work hours}} = \text{your basic hourly rate}
\]
Project fee
Pros: Can be tailored to job scope and client. Enables you to predict your income more easily.

Cons: May be difficult to calculate. If your client tries to add on extras to the project, you may have to renegotiate, which can get sticky.
Do your homework

a Research what the industry rates are in your area
   • Industry-standard books that include pricing
   • Online posted rates
   • Industry discussion boards and professional networking sites

b Talk to the pros. Networking.

c Research your client before setting a price.

d How much is your budget?

e Determine value — to your customer and to you
“If you hand a client an estimate and slap them across the face and they complain about the slap, your estimate isn’t high enough.”

Anil Dash
**6 Contract**

**Content**

- **Project description**
  This should be as specific as possible and match the written estimate if there is one.

- **Specify date of completion.**
  List the intermediate stages if appropriate. Specify dates you will supply items and the dates the client will supply items.

  Account for acceptable delays.

  - **Client delays**
  - **Alterations**
  - **Printer or third party**
• Pricing
  Estimate the cost of the project.
  Detail what they expect and what you will do. Any changes to this in process will affect schedule, cost and materials.

Terms of Payment.
  Deposits
  Include a kill fee.
  Cancellation fee if client cancels the project you get paid.

Cover other expenses.
  Alterations
  Fonts
  Images

• Get samples of your work.
• Decide who owns the artwork.
• Get permission to use design work promotionally.
Tips

LEGALESE
Don’t use words like shall, hereof and thereto. Call it a letter of agreement instead

FONT SIZE
Don’t use really small print, it looks like you are trying to hide something.

WHO?
Use your [company] name and the name of your customer instead of generic “client” and “designer”. Make it specifically for them.

READ IT
Make sure YOU understand your own contract. If you don’t, they won’t. Go through it with the client to make sure it is clear.
Details

• Timekeeping
  Keep track of time spent on projects
  Detail information: phone calls, research, gathering assets, meetings, travel time etc.

• Schedule

• Bookkeeping
  Billing
  Payments
  Expenses
  
  *everything*: paperclips to hardware; entertainment to mileage

• Organization
  Files
  Naming convention
  Backups
How do you know if you’re ready?

- You have a well-developed network
- You’re able to keep your own deadlines
  - Meeting customer deadlines is essential
  - Meeting your deadlines — also essential but harder to do
  - Marketing, your website, organizing your files for tax season
- You understand that work won’t just fall on your plate
  - Mindset shift
- You have a safety net
- You have a solid portfolio of work
9 Classroom ideas

Projects

- List of skills in order of strength
- Write an elevator speech
- Find a contract template or write a new one for a sample job
- Keep a calendar of posted networking opportunities in the classroom. Encourage students to add to it often.
Resources

http://desktoppub.about.com/od/contracts/ht/writecontract.htm
http://www.howdesign.com/design-business/clients/keeping-contracts-simple/