

# Buyers Checklist: Web/Print Designer

## RESEARCHING YOUR DECISIONS CAN BE A POWERFUL EXERCISE

How your business represents itself in the marketplace is vital to your ability to attract customers. Therefore, a designer is an important and strategic relationship. Selecting the right designer for your company, however, can be an exercise in frustration. This checklist has been developed to help you make an educated choice and navigate the many different service offerings available. Any reputable agency or independent designer will happily provide you with the information required to complete your research.

NOTE: It is important when asking for references and qualifications to ensure they relate to the person actually assigned to your account. Many big agencies will provide historical references which are a conglomeration of the best work from their organisation. It is wise to insist the references and examples provided to you are reflective of the individual talent working on your project.

AREA OF DESIGN EXPERTISE What design components are available?	Yes	No
<b>Print</b>		
▪ Logo		
▪ Stationery		
▪ Business Cards		
▪ Letterheads		
▪ Advertising		
▪ Brochures		
▪ Newsletters		
▪ Case Study		
▪ White Paper		
<b>Web</b>		
▪ Static		
▪ Content Management Systems (CMS)		
▪ Website Model		
▪ Retail Website (E-commerce)		
▪ Outbound/Sales (Lead Generating)		
▪ Inbound/Marketing (Trusted Resource)		
▪ Blogging		
▪ Forums		
▪ Social Media		
▪ Newsletter (Email Marketing)		

## INDUSTRY EXPERIENCE

Does the designer under consideration have experience in your industry?

Yes

No

### Industry

- 1.
- 2.
- 3.
- 4.

## INDUSTRY REFERENCES

What references are available for your industry?

### Business

- 1.
- 2.
- 3.
- 4.

## DESIGN SOLUTIONS

In addition to producing the physical designs, what other solutions are available?

Yes

No

### Solution

- Branding
- Interface Design
- Web Implementation
- Project Management
- Web, Print & Brand Continuity
- Additional Services
- SEO
- Online Marketing & Advertising
- Copywriting

## CUSTOMER RESOURCES

What information, educational documents and general content does the designer offer to their clients?

### Title

### Location (URL)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## PROFESSIONAL QUALIFICATIONS

What qualifications does the designer possess?

Field	Qualification	Issuing Body	Date Issued
Fine Art			
Graphic Design			
Multimedia			
Information Technology			

## CLIENT REFERENCES

What client references are provided?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

## AWARDS

What awards has the designer won?

Name of Award	Date Received