



10 Things You Absolutely, Positively Must Know Before Beginning Your Next Project

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If you are like us, you want every project you work on to be a successful one, that makes you and your organization look good to your target audience and yields positive results. However, in today's fast paced world, marketing projects are sometimes scheduled to meet urgent deadlines with no time allocated for a more holistic approach that we know is critical to successful visual communication.

What does holistic mean in terms of your next marketing project? Holistic, is an adjective, relating to or concerned with complete systems rather than with individual parts. In the graphic design world we refer to this as gestalt...where the whole is greater than the sum of the parts. It's critical to think about how each of the parts you develop fits into the bigger picture to ensure your communication is consistent to your end user.

At Reed Creative, we work quickly, and with quality. This means each project, no matter how urgent the deadline, begins with asking the right questions whose answers help inform the most appropriate solution to each creative challenge. Whether you plan to create your material in-house, or hire a professional designer, we encourage you to give thought to the below questions so your project can be done on target, on time and on budget.

- 1) WHAT'S THE PURPOSE OF THIS PROJECT? (interpret, inform, instruct, persuade)
- 2) HOW DOES THIS PROJECT FIT INTO THE OVERALL MARKETING PLAN? (what marketing plan?!)
- 3) WHO IS THE AUDIENCE FOR THIS PIECE? (be as specific as possible)
- 4) WHAT WILL THIS PROJECT OFFER TO THE AUDIENCE? (what do you plan to give your audience?)
- 5) HOW WILL YOUR AUDIENCE BENEFIT FROM WHAT YOU'RE OFFERING? (what is the advantage to them?)
- 6) LIST ALL OF THE ADJECTIVES THAT DESCRIBE YOUR ORGANIZATION AND PRIORITIZE THEM: (this helps ensure that the component created is authentic to your organization)
- 7) WHO ARE YOUR MAJOR COMPETITORS AND HOW ARE THEY REPRESENTING THEMSELVES? (your goal is to differentiate your organization so your audience chooses you over the competition)
- 8) HOW WILL IT BE DISTRIBUTED? (printed and mailed? digital and on-screen?)
- 9) WHEN DO YOU NEED THIS IN HAND AND HOW SOON CAN YOU BEGIN? (yesterday is not a useful answer)
- 10) HOW MUCH HAVE YOU BUDGETED FOR THIS PROJECT? (your designer will help you arrive at realistic cost parameters that relate to your objectives, but roughly how much do you plan to invest)



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