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## 10 Tips for Choosing a Designer

By: Meredith Knechel, Creative Director

If I had a dollar for business owners I meet who have no clue as to how to get a hold of the original digital files for their logo, I'd be rich! This is a serious problem. You spend a lot of money and time developing your logo, marketing materials, and website. It's important that you have access to these source files at all times. The problem is that most business owners are too busy to think about these details. A good designer will make sure that the business owner doesn't need to think about it, it's all part of their procedure. Here is a list of important things to look for in your designer:

1. Make sure you will receive all source files for your artwork and/or website upon completion.
2. Find out the designers copyright policy. Some require you to pay for your copyright each year, which can really add up.
3. Find out which types of software your designer is using. Photoshop, Illustrator, Dreamweaver, and Quark Xpress are industry standards. Microsoft Publisher is not.
4. Find out how the designer is protecting your files. Do they have a fail-proof backup system?
5. Interview your designer as you would an employee. Do they have plans to find full time employment soon? This could mean that you won't always be their first priority.
6. Find out their typical procedures for turn around times. Sometimes last minute projects come up; you'll want to know if your designer will accommodate you.
7. Ask for suggestions. If your designer can give you good advice, that may save you money as well as make it, you've got a keeper!
8. Check their portfolio, does their style compliment what you're looking for?
9. Look for a designer that offers design services for the web, branding, and print. This can save you a lot of time, and your brand will remain consistent.
10. Notice how quickly the designer responds to your call or email. A good designer will respond promptly. Beware the designer who's too important for you!