

## **HOW TO BRIEF ME**

Please answer questions below that are relevant to your project. Additional specialist questions may come up, and I will ask you as and when they may arise.

**-What do you need me to design?** Is there much detail inside/outside the design?

-How many designs do you need? (If there are various types of products please advise at the beginning. And if you require several different designs, you must advise if the pieces are designed to form a collection that has a common theme).

-Is it design and then tech pack required? (tech pack= all measurements, detailed specifications added to the design so it can be sampled in 3D).

-Do you need me to produce coloured up versions of the final designs? And to provide pantone references?

-Do you have inspirational images/rough sketches? If so, please send through and advise what you like/dislike about them. If you do not have inspirational images or initial sketches for designs, do you want me to do research and produce designs from 'scratch'?

-What market level is the product/s? Who is it aimed at? What existing brand/styles do you align yourself with?

-Do you already have a brand/website? Please send through details so I can get a feel of style and ethos.

-Do you need me to design prints for any part of your designs? If so please give details/inspiration of what you need, and the quantity.

**-Do you have a deadline for completion?**

## **HOW WOULD YOU LIKE TO WORK?**

Fixed fee project/daily rate/hourly rate? I am flexible and want clients to be comfortable in the way we work. For projects where clients are unsure of what they want as the end result, (which could involve a lot of development and experimentation) it can be best to work using hourly rate. Fixed fee projects work well for more concise, straightforward project work. Below I have outlined a basic structure of fixed fee projects.

### **FIXED FEE STRUCTURE OUTLINE**

1. Once I have your detailed brief I would provide two or three initial design ideas for you to look at, and send through to you for your comments/amendments.
2. With your comments and amendments in mind I would then develop the final design, and draw all views and details, then show you again.
3. Once that is done I would add all specifications, measurements and material suggestions to the design, to create a spec sheet ready for the manufacturer.

**So you will have three opportunities to email through amendments/developments to the design- after each of these three stages. Additional development is available with a top up fee, usually charged via hourly rate.**