

# Hiring a Freelance Graphic Designer Checklist

Good quality preparation is critical toward ensuring the success of any project. Working on projects which involve freelance designers are no different. This checklist has been created to aid you finding the right designer and enabling them to help you achieve your goal of a successful outcome.



## BEFORE SELECTING A DESIGNER

### Develop a project overview

- \_\_ may range from a full-blown creative brief to an email
- \_\_ describe branding goals, deliverables, timing, and audience

### Timing considerations

- \_\_ establish a calendar of deadlines and check-in times
- \_\_ confirm availability of designer during time of project including vacation or regularly occurring times during the week when they will be unavailable

## WHILE SELECTING A DESIGNER

### Confirm skills Proficiency

- \_\_ able to design for media being created such as social media, website, print, video, tradeshow, etc.
- \_\_ proficiency with design related software such as Wordpress, Sketch, Adobe CC, etc.
- \_\_ Skills beyond design that you will need designer's help with such a bidding contracts for print or other vendors, coding, photography, proofreading, etc.
- \_\_ familiarity with project related applications such as Slack, Microsoft Office Suite, etc.

### Financial considerations

- \_\_ hourly or project rate for the designer
- \_\_ payroll related method of payment, typically 1099-MISC or W-2

## AFTER SELECTING A DESIGNER

### Create a contract

### Educate designer on brand

- \_\_ provide copy of style guide or brand book
- \_\_ provide examples of past work
- \_\_ photos of prior tradeshows or brand related events

### Provide necessary working files

- \_\_ ttfaces
- \_\_ art files such as logos, illustration and photography
- \_\_ templates such as previously created Sketch or InDesign layouts

### Provide contact info and roles of project team members