



## Let's Get Creative!

Ask ten people what they think about a graphic design (print or web), and you'll likely get ten different opinions. We believe that all ten are "correct" since great design is subjective and each individual as the right to "like what they like". It's sort of like asking about what taste great – there are some foods that we all agree taste bad, but ultimately, each person has to develop their own taste.

Given that design is judged subjectively, we offer the following guidelines:

- The client is always the recognized **final judge** of the design
- We will **never** take the client's feedback **personally**
- When the design is not working for our client, we will assign a **new designer** to the project that can view the project from scratch

At Track Marketing Group, we have access to a wide range of design professionals. Our design team includes our in-house design employees as well as our extended group of professional designers that are on contract with us for projects. We work with dozens of designers and we learn the creative talent and design approach for each person and we strive to match the most appropriate designer to each project.

### The Process

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When we first start a design related project (including print, web, CD, outdoor, etc.) you will have an opportunity to speak with our creative director and project manager assigned to your project.

We encourage you to look at the design from the perspective of your customer/target person who may have different preferences than your internal team. We also view all projects thru our TRACK Marketing framework which forces us to focus on the bigger picture. It's not just about looking nice. Together we will determine the best creative approach that will truly REACH your TARGET market and motivate them to take ACTION. The creative is a critical part of this overall process.

Your contract will often specify the number of treatments (also known as "comps") that you will be shown as well as the number of revisions. The goal is to provide you with two or more fairly different treatments to help guide a discussion that helps us create the desired design. You may like or dislike select aspects of each treatment and we often take feedback based on the first round and go back and make edits to the chosen treatment – or go back to the drawing board, possibly with a new designer.

We can provide the treatments via the web, email, or via hard copy delivered to you. Electronic proofs can be viewed in a browser or as PDF files. We are flexible and can deliver your treatments whichever method suits you best.

### Inspiration

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While we are not interested in copying anyone's work exactly, we are open to getting inspiration from the creative work of others. Feel free to reference other web sites that you may come across that you like. Please note what you like about each and mention anything you don't like about them as well.



**Questions Related to Your Design/Creative Vision**

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Before we assign a designer and work on the first treatment, we will ask you questions to assess what you may have in your mind as you visualize your completed project. Most clients are open to ideas from our design team, however, there are certain things they often know they do or don't want to see. Questions that we often ask include:

Can you show us any sample work (other web sites, magazine ads, etc.)?

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What do you like & dislike about each sample (colors, amount of written copy, layout, etc.)?

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What do you not want to see for sure?

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Do you have any branding requirements that restrict your design?

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Do you have any ideas about layout of the design? Do you know how much written copy vs. artwork vs. "white" space you desire?

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Do you want to see any specific colors? Is there a PMS (Pantone Matching System) color that we must include?

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Do you like seeing a clean background (solid color or white) vs. a photo (either full or washed out)?

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## Design Worksheet by Track Marketing Group

Do you have any photography or illustrations that you would like included?

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Do you prefer seeing photography or illustrations or cartoon drawings?

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Can we get an electronic high resolution version of your logo? (EPS is best format). We'd be happy to talk to your designer to help obtain a file that works best for your project)

What type of attitude do you want to convey? (hip cool, edgy, conservative, daring, warm caring, family, scary, calm, professional, rock solid). You can also describe your attitude by comparing it to a well known brand (e.g. Gap, IBM, Disney, MTV)

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Are you trying to reach a specific target market with your creative?

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Any other thoughts as you visualize your creative/design?

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Who will be evaluating the creative and what do they tend to prefer most?

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