

Tips for communicating with designers

Use the design and Order form

The designers are trained to create your design based on the information provided on the Design and Order forms. Please read the tutorials we have on our website <http://www.businesscardexperts.com/drp/>. The Using the Business Card Design Form tutorial and the Putting Your Ideas Together handout are designed to teach you what the designers are looking for in regards to design.

Create Portal notes in a text editor

When you need to provide notes to the designers it is helpful to create your notes in a text editor like Microsoft Word. This is helpful because you are creating the notes on a page where you can see everything, rather than in the small “design work needed” window on the portal. After you have created the notes, use the cut and paste function to put them into the “design work needed” field.

Tips on effectively communicating

1. Be brief. Eliminate extra words. It only clutters the message.
2. Say it only once. Frequently a request gets asked and then restated a second time. This does not help. It actually reduces the effectiveness of the communication.
3. Reread your notes. After composing your notes in a text editor, reread them and make sure they make sense.
4. Make only one entry per revision. Going back and adding more notes will cause confusion. (See: What the designer sees when you submit an order)

What the designers see when you send in an order

The designers only see the most recent communication when they open your design. Notes created earlier are available but are not usually referenced.

Numbering and tagging

Numbering and tagging your notes promotes accountability. By numbering your notes, you are providing a checklist that the designer can follow. Tagging your comments tells the designer if the information is **new**, being **changed**, an **error** from a previous conversation, or if you are asking a **question** and need a response.

Example of Numbering and Tagging

1. **New:** Please add D.D.S. after Dr. Bob’s name.
2. **Change:** Please change the title from Vice President to President.
3. **Error:** You did not remove the phone number requested in #2 yesterday.
4. **Question:** If I can’t use a border, what do you suggest?

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How to ask for help

If the process is not working or if you need more assistance, please communicate this via the email address design@businesscardexperts.com. This address is monitored by both the Design Group and Production Department.

Label your Uploads appropriately

The designers will first look for the design form. From the design forms instructions they will reference your other files. Please name your files in a way that makes sense to the designer.

Here are some examples:

DesignForm.pdf
OrderForm.pdf
StingrayLogo.gif
EkkoLogo.gif
Building.jpg
Boat.jpg