



**TYPICAL RESPONSIBILITIES
IN CREATIVE DESIGN SERVICES
PLANNING & EXECUTION**

Project Phase	Client Responsibilities	Designer Responsibilities
Evaluation	Appoint project manager. Supply designer with company communication strategy and info to help with writing a creative brief for project. Discuss creative brief to ensure mutual understanding.	Consult with client to determine project objectives and parameters such as budget and schedule. Write creative brief and discuss with client.
	Provide designer with current communication materials, required art, logos, etc. and competitors' materials.	Evaluate client's current communication materials and competitive material.
	Review and approve preliminary budget and schedule. Manage approval process to achieve timely agreement.	Provide preliminary project cost estimates and timetable for all stages of creative work and production.
Concept Development	Discuss concept direction with designer to gain full insight into rationale that favors approval.	Recommend concept direction.
	Gather internal feedback and review. Discuss any objections (with the people who brought them up) in order to present them clearly to the designer.	Prepare rough concept layouts of approved direction and present to client. Recommend subcontractors, copywriters, signage applications, photographic and/or illustration direction, typography, color, paper, other materials.
Concept Refinement	Approve final estimate. Proofread and edit early rounds of copy.	Submit final estimates for subcontractors, copywriters, photographers, illustrators, typographers, printers/manufacturers. Provide supervision/art direction.
	Review and gather feedback. Modify/approve comprehensive layouts and proceed to production phase. Continue proofing and editing copy as needed.	Prepare final comprehensive layouts and present to client.
Production	Proofread, review and modify approved production artwork.	Produce final mechanical artwork and submit to client for approval. Upon approval, release final mechanical artwork to printer/manufacturer.
	Attend supervision of final printing/manufacturing process. Proof copy one last time before delivery of final product.	Supervise final printing/manufacturing process.