

CHANGE STORE BRANDING

In Atlanta, The Yogurt Company became Snack Time and with it came this quirky guy we created holding the new snacks. The Ad's that ran in the Atlanta Journal were a success driving new customers to the store.

10 CHARACTERISTICS TO LOOK FOR WHEN CHOOSING A GRAPHIC ARTIST

Are you looking for a graphic artist to do your design and promotional projects?

Hiring a graphic artist is a crucial decision and there are a number of factors that should be considered while choosing a graphic artist for your projects.

Graphic Arts Experience - One should find out how long their graphic artist or agency has been in business and what type of projects they have worked on.

Often someone who has past experience with a similar client types will be an advantage to you. Past experiences with similar business types should lead to quicker discovery because that graphic designer knows what options there are and what questions to ask. Also, make sure that your graphic artist is working with modern technologies and best industry practices, no matter if they know your business model or not. Modern practices lead to higher quality results and good usability across multiple browser types and operating systems especially is the art will be used on a web-site.

Graphics Development Skill Set - Web Consulting Services provides college decreed with majors in Graphic Design from the leading art schools in the south. We also have experience in PhotoShop, Illustrator, Fireworks and CorelDraw. Original hand renderings are also available.

Graphics Portfolio - A graphic artist work will most often speak for itself and can help you decide if you like their design portfolio.

A design portfolio will show you what styles can be delivered and what type of features to expect in their designs. When you look at our portfolio, you might form questions about those designs that may lead to a better design for you. If you see something you really like, you can point out what you like about it, what you want, and what you do not want and we will deliver it to you.

Client References - Please check our client references. Who better to talk to than current and past clients? You may want to talk to client's who have similar projects to yours.

Marketing Strategy - A graphics project requires proper preparation, attention to detail, collaboration, and more. Organization becomes as important as any of these items. You will want a graphics designer who can effectively communicate with you and your personnel, from project start to project completion. If you need a hand holder or if you want someone who will come in for planning meetings once a week as part of the project, we can commit to that. A graphic artist needs to have organizational tools in place to keep the project on time and can get all involved to meet deadlines in order to meet time goals. Ask us how a project process will go and how it coordinates to meeting times and other requirements for good outcome.

Availability - If you know when you need your promotions to go live, make sure your graphic artist will be available to meet your deadline.

Flexibility - If you require a designer who can be more flexible and accommodate you when you can make time, or if you know you want many designs or may change your mind in the middle of the project as to what direction you want to go we can work with you.

Graphic Design Services Provided

- T-Shirt Design
- Vector Image Files
- Packaging
- Stationery
- Business Cards
- Brochures & Flyers
- Invitations
- Logo Design
- Landing Page Design
- WordPress Theme Design
- Banner Ads

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