# 6 Tips to Bring Out Your
# Design Team's Best Work

A great working relationship with your design team will encourage them to produce their most creative, innovative work — taking your content from average to remarkable. **Use these tips to guide productive conversations with your design team.**

## 1. Know what you are trying to achieve.

For each design piece, write a creative brief with as much detail as possible. It should include the problem you are trying to solve, the audience, your expectations and goals, and your vision for the end product.

## 2. Offer parameters/constraints.

Provide the designer with your company's style guide, examples of things you like, and do's and don'ts for things like color, photos, or fonts, or pet peeves you know the CEO has.

## 3. Make your process clear up front.

Seeking design approval from a committee? Tell your design team. Experienced designers know this can lead to additional rounds of edits, so that may lead to a higher price, but hiding the process can put a wrench in your relationship.

## 4. Try to understand and trust what the designer does.

Designers have reasons for what they do, like which typefaces and colors they choose or how they set up a page. Remember, there is thought behind a design to drive a reader or user to engage with your content.

## 5. Offer appropriate feedback.

**Your feedback has to be:**

- **Constructive:** Get your point across without saying you hate it. Have something positive to say.

- **Honest:** You have to be honest to get to the finish line with something you like.

- **Detailed:** Tell your designer why you don't like something. They can't change something if they don't know what's wrong with it.

## 6. Know what not to say.

Pro tip: There are a few things that are never going to be productive in a conversation with a designer.

- **"Can you make it pop more?"** Does this mean make it brighter? Bolder? You have to say exactly what you mean.

- **"I'll know it when I see it."** Designers aren't mind readers. You have to offer direction.

- **"This will only take you five minutes."** Many things take longer than you think. Leave enough time to do things right.

- **"Can you make it look just like this?"** Designers are interested in original creative. Also, stealing a design is frowned upon.

**A better relationship with your design team will lead to better design, and great design will make your content stand out from the rest.**

Checklist derived from the original blog post on Marketing Trenches, "6 Ways to Get the Best Work Out of Your Design Team."