Custom Design FAQ's and other need-to-knows.

PLEASE READ AS THESE CAN HELP YOU DECIDE IF I'M THE RIGHT DESIGNER FOR YOU.

WE WILL NOT ARGUE OVER PERSONAL PREFERENCES. SERIOUSLY.

If you're not comfortable with any of the designs I come up with, and would rather go with your "gut feeling" and personal design preferences, I'm not a good fit for you.

It's not that I'm arrogant. Running tests and measuring real world use is humbling. Data teaches us that we are not as smart or intuitive as we'd like to think. I learned a long time ago that opinions don't make money. I do appreciate any feedback that you have and I'm more than willing to make the changes you request for, if it truly brings the best of the design and is a good idea.

What's the design process?

1. I ask you for links to designs you like and general look of. They don't have to be designs in your specific industry, they can be any kind of design. If you're nearby we can grab a coffee and have a chat.

2. You tell me as much as you can about your target audience or customer. Design and visual aesthetic appeal is of course important, but how your design flows and functions in the best possible way for your visitors is equally important.

3. Based on the example design references provided by you, info about who you're marketing to, and our initial conversation, I come up with a design for you to look at about 4 to 5 days in.

4. I then get your feedback, you let me know if I've hit the nail on the head or if I'm completely off, and we go from there. It's some trial-and-error and really just a lot of me playing with the layout, the graphic elements, thinking about the user experience, etc. I may say "hey, you should really consider bringing in a fourth color". I try to consider all avenues to make sure we get the most out of your design so it can be the most visually interesting experience for your visitor.

Limits on you. Yes, you.

I require a LOT of trust. There may be times when I try to talk my clients out of using a certain font or even a design element, or just something they really want. Should this happen I promise you I will give specific reasons why, and while you might not agree I truly hope you will trust my professional opinion. I always strive to make every client happy, but sometimes you, the client, can be your own worst enemy when it comes to design decisions.

If any of the following describes you I might not be the right designer for you:

- You've dabbled in graphic design so you know a bit about the process and "how it works". There's only room for one cook in this kitchen. :)

- You've put it off and now you need your design done as quickly as possible, like yesterday. Quality takes time, a custom rush job will not yield the best results, but get in touch and I'll see what I can do.

- You're not sure if you see the value in having a _____ for your business. I'd be too concerned that you wouldn't respect my time and effort, so let's just not go down that road together.

- You saw several designs you absolutely love so you have a long list of things your design must have, but you have to stick to your small budget. I understand having a tight budget, especially in the beginning of a business, but the more you want the more I have to charge, as it's not fair to me to give you x amount of services for a disproportionately low price.

- You'd like a low price on the first project because you promise you'll be giving me more work. Ummm nope, not falling for that one.

- You want a quick cheap custom design. How do you know it's going to be quick? I charge what I think is fair for my skills, my talent, my experence. If you're looking for a fully customized $50 logo I'm not your boy.

- You want a designer who has a "the customer is always right" mentality. Sorry, not me. If I'm hired for my expertise I'll expect to be allowed to do my job, even if it means saying no to bad suggestions you may have.

None of the above is meant to be rude in any way at all, but after doing this a while I know what clients I work best with and who would enjoy working with me. I would absolutely NOT be offended if you would like a referral for another designer if I don't seem like the right fit. What's most important is that you find the right designer for you, and I have lots of graphic designer friends whose work I trust, just contact me and let me know.

How Much?

What everyone wants to know...

My hourly rate is $30.

It depends on number of design concepts you want to help you choose. A single design concept will take around 5-8 hours for most logos. This is a wide spectrum I know, but what client's needs are varies greatly so it's the best I can offer at a ballpark figure.

How to get in touch?

You can get in touch with via email, skype or whatsapp.

Email: info@divyaparantap.com
Whatsapp: +918568821794
Skype: divprn

I do have a personal phone number, which I only provide to trusted clients. So, I might not provide you my personal number if you're someone I haven't worked with before, or have only worked with you couple of times.