

GOOD EYE!

HOW TO ANALYZE GRAPHIC DESIGN SAMPLES SO YOU CAN HIRE THE RIGHT AGENCY (AND A HANDY CHECKLIST).

← *on the back!*

Before you begin any dialogue with an agency, you'll want to look at samples of their work. Professional design firms have an online portfolio that you can review without even letting them know you're interested. If they don't have a website or their own marketing materials, consider it a red flag.

Looking at samples is a great first step because it gives you some idea of who that designer or agency is, and how they might fit in with what you're looking for. But aside from knowing whether or not you like the look of the work they're presenting, do you know what to look for or what questions to ask yourself?

DESIGN SAMPLES REVIEW CHECKLIST

Start searching for the right agency by analyzing their work samples. This handy checklist will help your team navigate through online portfolios to save you time while finding the perfect partner.

- DO THEY HAVE SAMPLES OF WORK SIMILAR TO THE PROJECT YOU WANT TO DO?
- DO THEY SPECIALIZE IN WORK FOR YOUR INDUSTRY?
- WHAT IS THE GENERAL TONE TO THEIR WORK?
- IS THERE A COMMON OVERALL VISUAL STYLE TO THEIR WORK, OR A DIVERSE RANGE?
- IS IT PROFESSIONALLY PULLED TOGETHER?
- IS THE PORTFOLIO EASY TO FIND AND NAVIGATE?
- DOES THEIR MISSION STATEMENT OR PHILOSOPHY RESONATE WITH YOU?
- IS IT A LARGE CORPORATE AGENCY OR A SMALLER, MORE INTIMATE FIRM OR FREELANCER?

And remember: if you like a designer's style but don't see the type of samples you're looking for, it doesn't hurt to ask—they may have something more appropriate that just hasn't been posted.

Need help? Design matters, so get in touch with Amy Weiher at Weiher Creative: weihercreative.com.

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GRAPHIC DESIGN FOR GOOD CAUSES AND GOOD PEOPLE WITH GOOD INTENTIONS