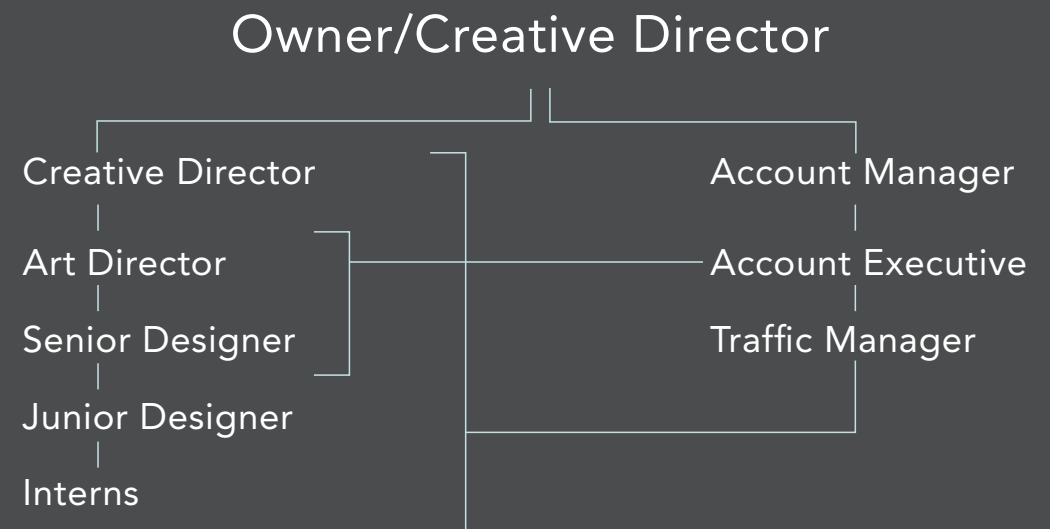


# STRUCTURE OF DESIGN/AD FIRMS



# SMALL COMPANIES

## **THERE ARE POSITIVES AND NEGATIVES TO EACH SIZED COMPANIES:**

1. Can work intimately with coworkers, bosses, and clients
2. Deadlines are not as quick (Sometimes deadlines are quicker than larger companies because you are struggling more for business and will do whatever the client wants.
3. Usually less corporate and more edgy or contemporary
4. Less red tape to go through
5. Less bosses (maybe only one)
6. You can have more say in the designs; less direction from AD
7. Less room for growth
8. Have to wear many hats  
(designer, production, AE, web designer, etc)

# LARGE COMPANIES

**THERE ARE POSITIVES AND NEGATIVES TO EACH SIZED COMPANIES:**

1. Tight deadlines
2. Mostly corporate
3. More red tape
4. More bosses
5. More direction in your designs (more art directors above you)
6. Sometimes better pay
7. Longer hours
8. More room for growth
9. More management
- 10 More specialized (don't have to wear many hats at all)

# FREELANCE

With freelance you don't have to worry about a boss telling you what to do or if the creative direction is not the way you want it because you are the boss and you decide the creative direction.

There are some issues that can be hard to overcome when becoming a freelancer.

# FREELANCE ISSUES

1. It is hard to find steady work. Other companies can offer more services and with faster turn around than you can as a freelancer

You can give the client more personal time and maybe even a better product.

2. Need to market more than other companies because your client base is not build up yet.

3. Send out material that proves you are better than the competition.

4. Offering lower prices on designs, but better quality of design. You need to stand out with your design abilities because people will be sceptical of free-lancers.

# FREELANCE ISSUES

1. Have to figure out how to bill effectively.
2. Two ways to bill; by the hour and by the project.
3. By the Project: The client usually prefers this way because they know up front how much the job is going to cost, but be careful that the client does not take advantage

You need to set a clause that states the project will cost \$X with three rounds of revision any additional revisions will be charged \$X/hour. This covers you in case you have a client that likes to make many SMALL revisions or changes to the design.

Poster:	9 hrs X \$50/hr	\$450
Cd cover:	3 hrs X \$50/hr	\$150
Add time	3 hrs X \$50/hr	\$150
Total		\$750

This is a really cheap estimate for a poster and CD cover, you may want to adjust the price depending on the client.

You never want to bid to high or too low.

# FREELANCE ISSUES

1. By the Hour: This way is preferred by the designer because you can make the most money. You can give the client an estimate of time that it will take you or give them an estimated budget, **BUT MAKE SURE THEY KNOW IT IS AN ESTIMATE.**
2. For example: you are designing a cd cover and a poster for a local music group. You know that you charge \$50/hr and a poster usually takes you about 9 hrs and a cd based off of the same design will take you 3 hrs, but make sure you adjust time for additional comps and mistakes. Take 11 hours and add 3 more hours giving you a total of 15 hrs.

# INTERNSHIPS

**ARE THE BEST EXPERIENCE, SOMETIMES THEY TEACH YOU MORE THEN SCHOOL. GIVES YOU REAL WORLD APPLICATIONS.**

1. They give you on the job experience
2. Can see how an agency works and runs
3. How the flow of ideas happen
4. Hierarchy of the company
5. Great for resume

# INTERNSHIPS

**THE GOAL OF ANY INTERNSHIP/JOB IS TO GAIN A SKILL SET.** (layout, computer experience, working with clients, NOT just getting coffee)

If you are not gaining a skill set or don't think that you will be maybe that internship is wasting your time. The skill set does not always have to be creative it can be how to work with clients or how to write a proposal or how ideas are formed