

HOW

THE BOTTOMLINE DESIGN MAGAZINE

Toot Your Own Horn!
The 209 BEST
SELF-PROMOTIONS
of 1997

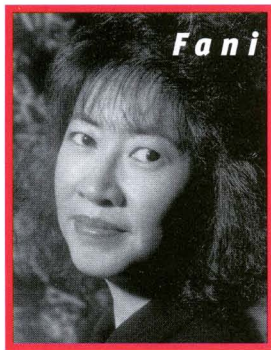


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Designing Guidelines



Fani Chung

“Try not. Do. Or do not. There is no try.”

— Yoda, *The Empire Strikes Back*

When it comes to self-promotion and identity, consider these dos and don'ts:

DO

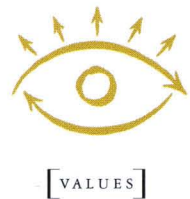
- Bring out the unique personality of your client. Focus on what makes your client different from others in her industry.
- Consider your client's audience and how the identity will be used.
- Take risks. Let your imagination fly. Explore as many great directions as possible. Let your design exploration take you where you've never been before.
- Present distinctly different concepts as solutions to the identity, not just different styles of the same idea. Have a solid rationale behind each design direction.
- Have a sense of humor in your presentation. Include one design that is decidedly off-the-wall. It helps break the ice and allows you to test the outer limits of your client's creative tolerance.
- Think of yourself and your client as a team. A successful project depends on both partners working well together.
- Have fun. Make the design process enjoyable for both yourself and your client. For most businesspeople, reviewing design proposals is the highlight of their day.

DON'T

- Present on a Monday morning.
- Forget to watch your client's facial expressions during your presentation. If she yawns, turns red or develops facial tics, you're in trouble.
- Have “dogs” (solutions you aren't proud of) in your presentation. Invariably, your client will sniff them out and bark enthusiastically.
- Promote yourself at the expense of your client. Remember that you're promoting her company, not yours. The best form of self-promotion for a designer is word-of-mouth from a satisfied client.
- Forget to present your client with the award certificates that pour in after you've followed the above guidelines.

Happy designing! **HOW**

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For Sun Microsystem's Worldwide Operations Program, Gee + Chung took Sun CEO Scott McNealy's corporate philosophy literally: “Putting all the weight behind one arrow.” The firm created a symbol system that provides direction, energy and movement.