



HOMework QUESTIONS: 5 THINGS YOU SHOULD ASK YOUR CREATIVE BEFORE YOU SIGN A CONTRACT

1. Ask any questions you have about the contract, timeline, payment, etc.

This is one area I place a lot of importance on. Often, I try to send my client a copy of the contract so they can look it over ahead of time, and I give them the option to have me walk them through it. It's pretty straightforward and my clients aren't stupid but I don't want anything left to chance. If there is something you don't understand ask and clarify.

2. Ask what kind of experience they have.

Even if their website looks stellar, it can bring you peace of mind hearing about past work in the context of conversation. Maybe ask what one of their best client experiences was, or what has been the most enjoyable project they've worked on. Ask to hear their story of how they got to where they are. This will give you some insight into their qualifications, and will help you get to know them.

3. Ask them about their biggest struggle in the creative process.

This is likely give you some insight into what phase you can expect to take the longest. This isn't a bad thing. A creative worth hiring will still be able to meet your deadline. For me, the biggest struggles happen in concept development, so I usually ask for a few weeks for that phase, but then the rest usually goes quickly.

4. Ask what they pride themselves most on in their work.

This will give you some insight as to what you can expect to see. If they pride themselves on color use, or they have a knack for choosing typefaces, you will see it in the work. This helps you get a vague picture of your final product before its even created. I pride myself on clean design. When you work with me you can expect to see really clean concept work.

5. Ask about their process.

This will probably vary from person to person, and as long as they are producing good, quality original work, it's not terribly important. That being said, clients almost always ask me about my process. From a client standpoint, it probably helps them understand better what goes into it and assures them that their creative knows what they're doing. We don't need to see how the sausage gets made, but sometimes it's comforting to know a little bit about the process.