

# 4 CHARACTERISTICS THAT MAKE YOU IDENTIFY A GOOD GRAPHIC DESIGNER

**HCG**  
CORPORATE  
DESIGNS

When you need a graphic designer, you might ask yourself:

*"How do I find the perfect designer for me?"*

There are plenty of graphic designers out there, there is not just only "one perfect designer". But there are a few characteristics that make you identify a really good graphic designer with ease.

## #1 PORTFOLIO

The most important thing is of course the portfolio and this also has to do with your personal taste. Good graphic designers, who have been in the industry for a while, have various projects in their portfolio which they did for different clients from different business backgrounds. Maybe there are also free projects that were created out of the blue or to show their talent without a paying client behind it. The variety of designs in a portfolio is important. Judging a portfolio might be a bit tricky when you're not a designer yourself, but I'm sure you have a certain feeling about the portfolio, as in "that looks professional or not".



## # 2 UNIQUENESS

Good graphic designers create designs that are unique. They don't put them together from design freebies that they downloaded from the internet. This uniqueness has to come across in the portfolio. For a non-designer it's difficult to judge that from the outside. But when you look at the portfolio and you see many similar designs, chances are high that these designers use design freebies from the internet. Also the pricing tells you a lot about that. If somebody works for dumping prices and offers a logo for 100 euros for instance, it usually means it is not an individual design such as taken from the internet or of terrible quality. Be assured that these or similar logo design elements are also used 1 to 1 for other clients. The essence of a logo representing a unique brand is completely out of the window here.

## # 3 BRIEFING

You can recognize from the briefing if you're sitting opposite a good or not so good graphic designer. Good designers (*almost*) pester you with questions about your company, your products, your philosophy etc. – because all of these components slip into the design later on. Good designers also ask you about your target group and your competitors. If you have the feeling that the designer doesn't want to know too much about you or your products, it might be better to look for somebody else.

## # 4 TRANSPARENCY

Transparency is very important. Ask the graphic designers specific questions like how they work, how their workflow looks like when they design etc. Also ask them how many logo drafts are included in the price, if it's about logos, and how many feedback or correction rounds are included. These are valid questions because you are the client and you pay. If a graphic designer hesitates in giving you good answers, off to somebody else. You have every right to know what exactly you get for your money.

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## CORPORATE DESIGNS

### ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?  
I'd love to hear from you.

## DESIGNS FOR DIGITAL AND PRINT

