The Brief:

- Lay down generic dos and don'ts of your brand (brand guidelines) to avoid back and forth of designs.
- Make sure the purpose for which creative has to be designed is defined first.
- Brief the copywriter about the target audience and the voice of the message– the "from" and "to".
- Size and quantity should be fixed beforehand, and not change later. This impacts the entire creative.
- Horizontal creatives cannot be adapted to a vertical layout and vice versa. So be very clear about your print requirements right in the beginning.
- The person who gives the first brief and defines the first purpose cannot be different from the one who is giving the feedback/approval.
- A multipurpose creative which for e.g. serves as desktop wallpaper and a poster cannot be created. A concept can however be carried forward from one type of creative to the other.
- Some clients are very specific in their requirements. We're open to taking minutely detailed briefs from clients as well. When we get such detailed instructions from you, we expect that you have a clear picture in your mind. So after the design is executed exactly the way you wanted, and it does not look right, take responsibility for your idea. Or, state your purpose and let us take over. (always a better idea)

The Feedback:

- Decisions regarding spacing, fonts, color intensity and logo placements etc. should be left to the visualizer, i.e., the designer.
- Avoid giving random feedback like "I don't like it" or "This is not visually appealing" or "Isme mazaa nahi aa raha". We are designers, not mind readers. Specifically point out what is wrong with the creative. That said; leave us some time to find the solution. DO NOT find the solution yourself.
- We appreciate a client who states how much freedom and limitations the agency has, right at the beginning; not after the entire job is over.
- Feedback should always be collated when shared with agency. It is not our job to go showing your design to multiple employees in your organization.
- Giving tiny changes one after the other at the interval of two–three days is not a good idea– what may feel like a two second job for you, e.g. "add an "s" in the last line– takes 15 minutes to open and close the heavy media file and make sure nothing is hampered in the process.
- Take some time before you condemn our work or give us an opportunity to explain the thought process behind it.
- Approval on creative communicates that the creative is successfully delivered and the job is over.
- If you wish to show the design to your friends/colleagues and relatives, do so by all means– but be very clear that too many cooks spoil the broth. We do not take inputs and suggestions from them– we take them from you!