

Freelance Design Intake Information Packet

What is a Graphic Designer?

- ▶ A **Graphic Designer** is an artistic, marketing driven who brings ideas to life through the power of visual storytelling. We are the wizards of design, working our magic with colors, shapes, and typography to create captivating visuals that capture attention and leave a lasting impression.
- ▶ At the heart of our craft, **Graphic Designers** are master communicators. We have a unique ability to understand and interpret the essence of a brand, translating it into a visual language that resonates with its target audience. A **Graphic Designer** is not only an artist but also a problem solver. We collaborate closely with clients, marketing teams, and other stakeholders to understand the brand's story and objectives. With this knowledge, we embark on a journey to create a visual identity that looks beautiful but also communicates the brand's message effectively.
- ▶ Building a brand requires strategic thinking, and **Graphic Designers** are well-versed in the art of brand building. We help establish a brand's unique identity, creating a consistent visual presence across various touch-points. From the logo that serves as the face of the brand to the visual elements that define its personality, **Graphic Designers** play a pivotal role in shaping how a brand is perceived by the world.
- ▶ In this era of information overload, where attention spans are fleeting, **Graphic Designers** are the superheroes that cut through the noise. We use our creativity, technical skills, and deep understanding of design principles to create visual experiences that captivate and engage. We bring brands to life, leaving an indelible mark on the hearts and minds of the audience.

About Me

- ▶ I am an award winning designer and Florida native with a Bachelor's degree in Emerging Media from UCF. Throughout my career, I have had the privilege of working with renowned brands and agencies; allowing me to refine my design skills and accumulate valuable experience and knowledge on how to propel brand stories through visual story telling.
- ▶ Collaborative environments have honed my leadership and teamwork abilities, enabling me to effectively contribute to cross-functional teams. I am deeply passionate about user experience and actively engage in design activism and branding initiatives to foster positive change.

To view my portfolio | www.kulekofsky.com | Password: ClientPW_AK_23

What Services Do I Offer?

- ▶ **LOGO, BRANDING, AND VISUAL IDENTITY**
Creating unique and memorable logos and visual identity systems that represent a brand's personality and marketing goals.
- ▶ **PRINT DESIGN**
Designing various print materials such as business cards, brochures, flyers, posters, packaging, and signage.
- ▶ **EDITORIAL DESIGN**
Designing layouts for books, magazines, newspapers, and other publications.
- ▶ **WEB DESIGN**
Creating visually appealing and user-friendly website designs, including layouts, navigation menus, and graphic elements.
- ▶ **SOCIAL MEDIA GRAPHICS**
Designing graphics for social media platforms, including profile pictures, cover photos, post graphics, and advertisements.
- ▶ **ADVERTISING DESIGN**
Creating visually compelling advertisements for print and digital platforms, such as magazine ads, billboards, banners, and online ads.
- ▶ **ILLUSTRATION**
Producing original illustrations and artwork for various purposes, such as book covers, editorial illustrations, and digital illustrations.
- ▶ **INFOGRAPHIC AND PRESENTATION DESIGN**
Crafting visually engaging and informative graphics and slides that effectively communicate complex information and captivate audiences.
- ▶ **MOTION GRAPHICS**
Designing animated graphics and visual effects for videos, presentations, and digital platforms.
- ▶ **EVENT DESIGN**
Creative planning and execution of visual elements, decor, and ambiance to create immersive and memorable experiences for attendees.

NOTE – If what you're looking for isn't listed, please don't hesitate to contact me, and we can discuss whether I am the right fit for your project.

Client and Designer Communication

Effective communication between clients and graphic designers is crucial for successful collaboration and project completion. As a graphic designer, I prioritize maintaining open lines of communication through multiple channels.

METHODS OF CONTACT	
PHONE	407.714.7570
EMAIL	kulekofsky@gmail.com

HOURS OF AVAILABILITY	
MONDAY - FRIDAY	4 PM to 9 PM
SATURDAY / SUNDAY	7 AM to 6 PM

NOTE – While I usually respond outside of these hours, all requests are answered within a twelve to twenty hour turnaround time. For urgent edits, I recommend contacting my cell directly.

File Sharing

GOOGLE DRIVE	<ul style="list-style-type: none">▶ Briefs This folder contains all the project briefs and creative briefs provided by the client, serving as a reference point.▶ Assets The Assets folder includes any necessary files such as logos, images, fonts, or other graphic elements provided by the client.▶ Concepts This folder houses initial design concepts and mock-ups for the client to review and provide feedback on.▶ Revisions The Revisions folder contains revised design iterations based on client feedback. It allows for easy comparison and tracking of changes throughout the project.▶ Final The Final folder stores the approved and finalized design files, ready for delivery or further use by the client.▶ Resources In the Resources folder, relevant resources such as style guides, color palettes, and design references are stored for easy access.▶ Communication The Communication folder holds all communication records, including emails, meeting notes, and any other relevant discussions pertaining to the project.▶ Invoices Invoices folder stores all project-related invoices and billing information for easy reference and tracking.
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Sample Project Structure

P1 INTAKE AND INITIAL MEETING	In our first phase, we'll have an intake session and an initial meeting to discuss your project requirements, goals, and expectations, ensuring alignment for a comprehensive understanding.
P2 CONTRACT	After our initial meeting, we'll proceed to sign a transparent contract outlining the project's scope, timelines, and terms, establishing a clear framework for our collaboration and fostering a smooth working relationship.
P3 PHASES OF THE PROJECT	To ensure effective progress, the project will be divided into distinct phases like concept development, design iterations, feedback and revisions, and finalization. I'll keep you updated, seek your input, and provide written outlines with time frames and budget estimates.
P4 HAND OFF OF FINAL DELIVERABLES	Once the project is complete, I'll provide the final deliverables according to your specifications, such as design files, assets, or style guides, in an organized and accessible manner, facilitating a seamless transition for printing, implementation, or other intended uses.

Next Steps

To set up an initial consultation, please reach out to me at kulekofsky@gmail.com with a brief description of your needs. I will contact you with more information on scheduling a meeting through [Google Calendar](#) and send an invoice for the initial consult discussion.

Please note that payment for consultations is due before the scheduled meeting time.