

The Difficult Client

I will be playing the part of “the difficult client.” Design work of any kind hinges on working with the client. Some clients are easy to work with and some are not. In my experience, the ones that pay the least create the most issues. This will be the case for this scenario. Communication is key when working with the client. Poor communication almost always yields an unhappy client and experience. It is not uncommon in my experience to redo projects 4-6 times to make it “perfect.” Sometimes it even goes back to the original idea. Revisions are a HUGE part of working with design and can be the most frustrating. It can even damage your ego! Design work is 50% work and communication. The other 50% is actually getting the work!

I, Mr. White, will be playing the role of the client. I am looking for a brochure for my cotton candy business. You will need to interview me and ask me what I am looking for. Have questions ready to ask me because I don't know what I am looking for. What is the budget I have to work with? How soon will I need the brochure? Can you provide me additional services? Do you have ideas already? Remember....I will not be happy right away. I will need lots of revisions and I will have lots of communication issues.

This project is graded on the following:

The interview 10%

The design 30%

The deadline 20%

The attitude you have while working with me 40%