

# Being Fair To Your Freelance Graphic Designer When Outsourcing Online Brand Identity And Web Designer Jobs

A dear friend once gave me a humorous cartoon. A fellow graphic designer created the cartoon online and we both had a chuckle as it recounted in a humorous way the many pitfalls of being a graphic designer. The cartoon starts with both a sane graphic designer and a sane customer needing a simple web design. Whilst first giving the graphic designer complete freedom to do what they knew best the customer would time after time change their mind and add inconsequential things to the design brief. In the end the website was a nightmarish creation of garish colors, talking dogs, hopping unicorns and blinking strobe lights. Needless to say everyone was quite insane by the end of it all. This leads to my first point about outsourcing: To achieve the graphic design results you are looking for, you need to have a clear project plan before you hire a one.

Before you even consider going online to a freelance website such as Upwork, Guru or Freelancer.com to post a job, you should be clear about what you need and what you need the graphic designer to fulfill. Having a vague idea about a mascot just won't cut it. How can you know if an outsourced graphic designer has achieved your aims if you don't know what those aims are? When posting your job be as clear and detailed in your description as possible and ensure that you've supplied the information that will attract the appropriate applicants. If possible provide examples or templates, this will ensure the job is started on the right foot.

Another factor of concern is ensuring you've budgeted carefully for each project you post, especially if you are paying by the hour. While a very simple job may cost under a hundred dollars, the price of a large, complicated job can easily run into several thousand. It might be a good idea that before you post anything you go to any of these sites and look for similar project posts to establish common baseline costs.

Another important factor you should take into account is giving the freelancer or designers enough time to fully complete the job to an acceptable standard. If you need a designer in the last minute there is no way you will be doing each fair service. Ensure your designer is fully informed, ask questions and go through the initial stages as necessary.

Being fair to your freelancer is mostly about communication as it is about being fair. We all want to stay sane don't we?

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