TIPS FOR WORKING WITH DESIGNERS

Planning and Budget

• Plan ahead - make sure you have a planned ahead of time your overall strategy, and have proofread and edited your text. The more advance planning you do, the less hours you will accumulate with the designer - keeping your costs down.

• Include the designer if possible early into the process, so that ideas can be fleshed out before starting the designs.

• Leave enough time in the schedule - allow at least one week for printing, and plenty of time for the design phase. Schedule the time in advance with the designer and printer in order to meet your deadlines. Understand that designers are often juggling many jobs at one time.

• Budget: you can always request pro bono work but do not assume you can have free graphic design work simply because of nonprofit status.

Design and Visual Communications

• Know your audience - who is this piece really intended for?

• Imagery and tone of designs should be inclusive and not alienating. Many times pieces need to “walk the line” and appeal to a wide audience or base of people.

• Try to understand the differences between your personal aesthetics and what design/color/image/tone will advance the mission of your organization. How do you want your base to experience this piece?

• Good high quality photography! This is a worthwhile investment. Make sure the digital camera settings are on the highest quality setting. Assign someone to take pictures at your events.

• Always have captions to your pictures.

• Always include calls to action in your pieces.

• Think about what stories you want to tell about your work. How can you challenge assumptions and get your message across?

• 2color or 4color? Uncoated paper or glossy paper? Consider the effect and pricing of these options when first meeting with the designer. Technology has advanced and the bar has been raised on good design in our movements, so 4color printing is now much more financially accessible.

• Be concise. Brochures, newsletters and annual reports will be much more likely to be read if there is minimal text - bullet points help! A lot of margins and “White space” also makes your piece easier to read. Your donors and members might be daunted if there is too much text to read. You want them to read your materials!

• When working on identity and logo design, remember that logos are an introduction to your organization, they are not meant to tell the whole story.

• Your staff/volunteers should have a clear understanding of the organizational identity. Be consistent in the use of identifying elements.

• Don’t micromanage! Trust the process with your designer and provide, clear, consolidated feedback that helps move the project forward.
SOUTH ASIAN NETWORK
WEBSITE PROPOSAL

Website Design and Programming
Please note that the quote below will produce a dynamic website in the Wordpress content management system. Any future text changes after the site goes live can easily be made by your team without any knowledge of HTML or web programming.

HOURLY RATE FOR GRASSROOTS NONPROFIT ORGANIZATIONS: $80/hr

Phase 1: Information Architecture
Information Architecture and Wireframing (3 options) .......................................................... 4-5 hrs
(Front Page Schematics / non-design-oriented sketches)

Phase 2: Home Page Design
Home Page Design (3 options to identify design direction) .......................................................... 8-12 hrs
Choosing Direction, Tweaking Color/Images ........................................................................... 2-4 hrs

Phase 3: Landing Page Design (inside page template)
Landing Page Template Design (3 options to identify design direction) .................................. 3-4 hrs
Choosing Direction, Tweaking Color/Images ........................................................................... 1-2 hrs

Phase 4: Programming
Front-end coding & testing to implement new design on back-end ........................................ 10-16 hrs
Setup of section pages + copy input and formatting for 10 pages ........................................... 4-6 hrs
Production on additional pages ......................................................................................... 0.5 hr/pg

Additional functionality........................................................................................................... 14-26 hrs

- Events Calendar .................................................................................................................. 2-4 hrs
- Blog ........................................................................................................................................ 2-4 hrs
- Photo Gallery (per gallery) .................................................................................................. 2-4 hrs
- Forms (per form) .................................................................................................................. 2-4 hrs
- E-mail Newsletter (design and coding) ............................................................................ 6-10 hrs

Training + 2 hrs of technical assistance ............................................................................. 4 hrs

Phase 6: Training
Training of SAN Staff on the Wordpress Backend + Technical assistance ............................ 4 hrs

Website Total ........................................................................................................................ 50-79 hrs........ $4,000-6,320)
About Design Action Collective

Design Action provides graphic design and visual communications services to non-profit and social justice organizations. Through these services, we participate in building a broad progressive movement, and support ongoing struggles for social change.

Design Action Collective is an independent design and communications spin-off of Inkworks Press Collective. After more than a decade of offering graphic design services to non-profit, grassroots, and activist organizations under the same roof as its print shop, Inkworks decided that both its print and design services would benefit from the creation of a new collective. This has allowed us to expand our design capabilities, to provide web and other interactive and “new media” services, and expand to include strategic communications and messaging. Design Action is a union shop, affiliated with Communication Workers of America, AFL-CIO. We are also active members of Graphic Alliance, the Network of Bay Area Worker Cooperatives, and the U.S. Federation of Worker Cooperatives. Design Action is a Certified Green Business with the County of Alameda.

What We Do

We provide cutting edge Graphic Communications services to activist, non-profit, and social justice organizations. We see strategic graphic communications as an essential tool in the activist toolkit. Examples of our services include:

- Posters
- Reports
- Brochures
- Postcards
- Campaign Collateral
- Logos
- Identity Systems
- Newsletters
- Books
- Magazines
- Packaging
- Illustration
- T-Shirt design
- Multimedia presentations
- Websites
- E-newsletters
- Flash animation
- Etc.

Design Action is committed to providing professional services to progressive organizations within budget. We bill on a sliding scale and do a substantial amount of work on a volunteer and reduced rate basis.

Clients

A very partial list of Design Action clients includes:

Design Action Staff

Innosanto Nagara, Graphic Designer: Inno has been doing graphic design for activist groups and progressive organizations for over fifteen years. He is a long-time activist, and co-founded Design Action as a way to fully dedicate himself to making a concrete and sustainable contribution to the movement for social justice, doing what he does best. Before Design Action, Inno was a worker-owner at Inkworks Press collective. He is also currently active with the Network of Bay Area Worker Cooperatives, the anti-war movement, and in Indonesia solidarity work.

Nadia Khastagir, Graphic Designer: Nadia is a graphic designer with over ten years in the trade. After spending a decade in print production at a publishing company, she transitioned to the activist world as the graphic designer/web producer at CorpWatch, where she worked on corporate accountability and human rights issues issues. She has also served as the Assistant Editor on the San Francisco Bicycle Coalition newsletter, Editor and Producer of a newsletter for FatChanceBellyDance (of which she was a principal dancer and teacher), and presently serves on the advisory board of Global Resistance and the India Resource Center.

Poonam Whabi, Graphic Designer: A graduate of San Francisco State’s Design School, Poonam came to the U.S. in 1999 from the United Arab Emirates. With a long-time interest in environmental and animal rights issues, she has contributed her design skills to numerous non-profit and social justice organizations in the Bay Area.

William Ramírez, Graphic Designer: William arrived in the Bay Area in 2003 from the Dominican Republic. He has a Graphic Design and Illustration degree from the Universidad Autónoma de Santo Domingo. Before moving to the Bay Area William worked as a graphic designer for almost ten years, aiming to awaken consciousness, spark passion, and challenge conservatism amongst Dominican youth. He is one of the founders of the award winning independent arts & culture magazine, La Vaina, as well as having worked for commercial companies, non-profit organizations, and independent artists.

Sabha Basrai, Graphic Designer: Prior to joining Design Action, Sabha spent two years as a design associate at Public Interest GRFX in Philadelphia where she helped develop messaging strategies and designed campaign materials for the National Association of State PIRGs. She is a graduate of the Art and Design program at Cal Poly San Luis Obispo. In college she was the Co-Director of the Progressive Student Alliance and organized around local issues of social and environmental justice. She also authored a senior thesis on the history of visual communication in the progressive movement.

Josh Warren-White, Graphic Designer: Josh is a long-time social justice organizer and graphic designer. Before joining Design Action, he worked as a freelance graphic designer for progressive publishers and social justice organizations across the US. Over the years Josh has done community organizing around economic and racial justice issues as a staff member of Just Cause Oakland and the Right to a Roof Project of the San Francisco Coalition on Homelessness. Josh came of age amongst a broad array of progressive movement work, from global justice and anti-war activism to tenant organizing. He has spent many years as an anti-racist organizer and trainer with the Catalyst Project, and two years doing movement-based publishing as a collective member of AK Press. Josh recently returned to the Bay Area after sailing 12,000 miles across the Pacific Ocean with his family aboard a small sailboat.