

Client Se Communication Tak: A Real Process of a Graphic Project

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ABSTRACT

Creating appealing visuals is only one part of graphic design; it is a client-centered communication system that ends with crafting a visual product. In this article, I narrate a practical experience of a graphic design project, starting with client briefs and going through all production stages. I show how effective communication and design thinking, along with planning, execution, and strategy, provide results aligned with the client's expectations. The research also analyzes how concepts communicated verbally are transformed into imagery with the aid of the Adobe Creative Suite, sketches, mockups, and other feedback iterations. It examines the graphic design process from a practical perspective, detailing the steps of client briefing, ideation, designing, approval, and final delivery. It also describes other issues including vague instructions, multiple revisions, and deadlines. My objective is to help design students and young professionals understand where effective communication fits into the design process, and how collaborative and research-oriented work influences the project outcomes. By telling the story “Client Se Communication Tak,” I aim to offer a straightforward perspective into the mundane activities of a graphic designer.

Keywords: Graphic Design, Client Communication, Branding, Visual Process, Creative Workflow, Design Thinking

INTRODUCTION

Graphic design is presently an indispensable part of modern communication. It goes much beyond aesthetics, playing the role of an intermediary between perception and information. In an era dominated by images in branding and marketing, graphic designers not only have to produce artwork but convey through images verbally. But prior to design, most of the work is done behind the scenes—learning about the client, establishing the goal, researching the audience, and developing a strategy. That is where communication is at its best as the designer's tool. The foundation of all graphic work is client interaction. How a designer listens, interprets, and poses the proper questions drives the direction of the creative process. A good communication channel ensures that the designer aligns his or her creativity with the client's goals, creating images which are not only aesthetic but also functional and effective. This research paper provides a real glimpse of the step-by-step design process, supported by scholarly studies and personal freelance experience. It will try to guide design students and young graduates through the nuts and bolts reality of working on a client-led graphic

project—from the first meeting to final delivery. The paper also demystifies how tools like Adobe Creative Suite, moodboards, drafts, and feedback loops form part of the equation. Lastly, this paper indicates that creativity is simply not sufficient. Good design comes from a mix of communication, discipline, research, and timely implementation — a process that converts an idea into an effective visual message.

The Role of Communication in Design

Design is not created in isolation. It begins with a conversation, a brief, or even a simple idea shared by the client. Communication becomes the core medium through which the designer understands the purpose, tone, and expectations behind a project. Whether verbal or written, this exchange of information sets the entire direction of the creative process. Effective communication helps prevent misunderstandings and unnecessary revisions. When the client explains their needs clearly, and the designer listens actively, the results are always more accurate and professional. In many cases, clients may not speak the “design language,” and it becomes the designer's responsibility to translate those business needs into

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visual elements. It also includes asking the right questions: Who is the target audience? What message should the design deliver? Where will it be used — online, print, or both? What emotions should it evoke? These small but critical questions define the mood, layout, and overall approach to the project. Communication continues throughout the process — during rough drafts, feedback stages, revisions, and approval. A designer who stays connected with the client and values their input usually ends up delivering results that meet both aesthetic and functional goals. In summary, communication is not a one-time step, but an ongoing process that supports the designer at every stage, making sure the final output is a true reflection of the client's vision.

Step-by-Step Process of a Graphic Design Project

1. Client Briefing and Requirement Gathering

The project begins with a client meeting, either in person or online. This is where the client shares the objective, expectations, timeline, and budget. The designer listens carefully, takes notes, and asks questions to clarify the purpose. A good brief includes details like target audience, key message, preferred colors, and references (if any).

Example Questions:

What is the goal of this design?

Who is the target audience?

Are there any inspirations or reference designs?

What platforms will this design be used on (print, digital, both)?

2. Research and Moodboarding

Once the brief is received, the next step is **research** — about the industry, audience preferences, current trends, and competitor brands. After research, a **moodboard** is created, which is a collage of visual inspirations, colors, typography, and design direction.

Purpose:

To set a clear visual tone

To align the client and designer on look & feel

3. Concept Development and Sketching

With a direction in place, the designer begins concept development. This involves rough sketches,

wireframes, or thumbnails — quick visual explorations of ideas. It helps in generating multiple concepts before selecting the best one.

This stage is creative + analytical.

4. Digital Designing (Execution)

Using tools like **Adobe Illustrator, Photoshop, InDesign, or Figma**, the selected concept is developed into a digital version. The layout, typography, colors, and illustrations are refined and aligned with the brand. This stage may take the most time.

Key Tools: Adobe Creative Suite, Canva Pro, Figma

5. Presentation and Feedback

The designer presents 1–2 concept options to the client with explanations. The client provides feedback — suggestions, corrections, or approvals. This back-and-forth communication is essential to improve the design and ensure satisfaction.

This is where most changes/revisions happen.

6. Finalization and Delivery

Once the design is approved, the final files are prepared in required formats (e.g., PNG, PDF, AI, PSD). If it is a print project, proper print settings (CMYK, bleed, resolution) are applied. The files are handed over, or sent digitally.

Deliverables may include: Logos, Posters, Brochures, Social Media Creatives, etc.

7. Production (Optional - For Print Projects)

In case of printing, coordination with printing vendors is needed. The designer must ensure color accuracy, paper selection, die-cuts, or special finishes like lamination or embossing. This step brings the visual to life.

This requires technical knowledge of print processes.

8. Feedback and Future Communication

After project delivery, professional designers often take feedback from clients for improvement and

future reference. Maintaining good communication helps in building long-term relationships and getting referrals.

Tools & Software Used in Real Projects

In today's design industry, the creative process is strongly supported by digital tools and software. These tools not only help in visual creation but also in collaboration, project management, and final delivery. A professional designer must stay updated with modern technology to ensure smooth workflow and high-quality results.

1. Adobe Creative Suite

Adobe tools are considered the industry standard for graphic design. Each software serves a specific purpose:

Adobe Illustrator – Best for logo design, vector graphics, and illustrations.

Adobe Photoshop – Used for image editing, photo manipulation, poster design.

Adobe InDesign – Ideal for brochures, magazines, books, and multi-page layouts.

Adobe XD/Figma – Useful for UI/UX design, app prototypes, and web layouts.

2. Supporting Tools

Canva Pro – Great for quick social media creatives and client presentations.

CorelDRAW – Often used in print houses and traditional sign-making industries.

Microsoft PowerPoint / Google Slides – For pitching, mockups, or academic presentations.

Wacom Tablet or iPad with Procreate – For digital sketching and hand-drawn illustrations.

3. Communication & Project Tools

Google Drive / Dropbox – For file sharing and backup.

WhatsApp Business / Email – Common for real-time client communication.

Trello / Notion / Asana – For task management, useful in agency workflows.

Zoom / Google Meet – For remote meetings and live feedback sessions.

Challenges Faced During a Graphic Project and Their Solutions

No design journey is ever smooth from start to finish. Whether it's dealing with vague briefs, unrealistic expectations, tight deadlines, or feedback loops, designers face multiple challenges while working on real projects. Recognizing these problems and preparing for them is a sign of professionalism.

1. Vague or Incomplete Briefs

Challenge:

Many clients are not able to express their requirements clearly, leading to confusion and misdirection in design.

Solution:

The designer must take initiative to ask the right questions, prepare a questionnaire, or even create a sample draft to help the client visualize the need.

2. Unrealistic Deadlines

Challenge:

Clients often expect high-quality work in very short timelines.

Solution:

Clear communication is key. Politely explain the process and time required for each stage. Offering realistic delivery schedules builds trust and avoids burnout.

3. Too Many Revisions

Challenge:

Endless feedback and changes can delay the project and reduce creative quality.

Solution:

Set a fixed number of revision rounds in your initial

agreement. Share your creative logic with the client to reduce unnecessary changes.

4. Miscommunication or Delayed Feedback

Challenge:

Sometimes clients don't respond on time or misunderstand the design direction.

Solution:

Use proper channels like email summaries or feedback forms. Document all communication and always confirm feedback before moving to the next step.

5. Budget Constraints

Challenge:

Clients often expect premium results within a low budget.

Solution:

Break the project into phases. Offer basic and advanced packages to help them decide. Explain what features or deliverables can be included within their budget.

6. Creative Block or Overload

Challenge:

Designers sometimes feel stuck or uninspired, especially with multiple projects.

Solution:

Take short breaks, revisit references, or seek feedback from peers. Moodboarding, sketching freely, or changing environment can help refresh creativity.

Summary:

Challenges are part of every project, but with structured communication, clear policies, and self-discipline, they can be handled professionally. A calm, honest, and transparent approach builds long-term client relationships and design credibility.

Client Management & Professional Ethics in Graphic Design

Successful design is not just about creative skills; it's also about managing client expectations and behaving professionally. A well-designed visual loses its value

if the client-designer relationship is weak or unprofessional. Good client management ensures repeat business, referrals, and a respected name in the industry.

1. Clear Communication from the Start

A professional designer should always begin by setting clear expectations — what the client will get, in what timeline, and at what cost. Misunderstandings usually arise due to vague conversations, so documenting everything is key. Use written communication (emails, WhatsApp chat summaries, etc.) to keep a proper record.

2. Project Agreement & Revision Policy

Ethically, the designer should inform the client about:

Scope of work

Number of revision rounds

Deliverables and formats

Payment milestones

Having a basic agreement or quotation before starting avoids future conflicts.

3. Handling Criticism Positively

Clients may not always like the first draft. A professional never takes criticism personally. Instead, they listen calmly, try to understand the feedback, and work constructively on changes — while also explaining the design logic when needed.

4. Time Management and Respecting Deadlines

Missing deadlines is unprofessional. Designers should create a realistic timeline and avoid overpromising. Using productivity tools or setting personal milestones helps in delivering on time. Delays should always be communicated in advance with valid reasons.

5. Ethics in Design Practice

A responsible designer must:

Never copy or use copyrighted elements without permission

Respect the client's privacy and never share their materials without approval

Deliver only original work



Avoid undercutting market rates for unfair competition

6. Post-Project Conduct

Once the project ends, a professional designer should:

Ask for feedback

Share final editable files as agreed

Thank the client formally

Stay in touch for future collaboration

This gesture shows gratitude and keeps the door open for more work.

Summary:

Client satisfaction is not just based on good design, but also on professional behavior, ethical choices, and transparent communication. A well-managed client relationship leads to long-term success and respect in the creative industry.

Case Study: Communication-Centered Workflow in a Freelance Branding Project

This section presents a real-life freelance graphic design project to illustrate how structured communication, design process, and client interaction work in practical scenarios. It showcases the stages of a branding project and reflects how theoretical design principles are applied in actual work situations.

Client Type: Home-Based Food Startup

Project Type: Branding – Logo Design, Menu Design, Business Card, and Social Media Graphics

Communication Medium: WhatsApp, Phone Call, and Google Drive

Project Duration: Approximately 2 Weeks

1. Initial Communication & Requirement Gathering

The client approached with a basic concept but lacked a structured brief. To address this, a detailed Google Form was shared to collect information such as business vision, theme preferences, color palette, competitors, and brand voice. This ensured a clear understanding before moving to the concept stage.

2. Ideation and Concept Development

Based on the gathered information, a moodboard was developed, incorporating typography options, color schemes, and design inspiration. This was shared with the client to finalize the creative direction.

- **Outcome:** Client aligned with a soft, homely, and modern visual direction.

3. Design Execution

Two logo design variations were created using Adobe Illustrator, while the menu was laid out in Adobe InDesign. Fonts were selected from open-source libraries to ensure licensing safety.

- **Tools Used:** Adobe Illustrator, Adobe InDesign, Google Fonts
- **Deliverables:** High-resolution files in PNG, PDF, AI, and mockups for visual presentation

4. Feedback and Revision Phase

After the first presentation, minor revisions were requested including spacing adjustments in the logo and correction in menu details. Feedback was acknowledged professionally and updates were delivered within 24 hours.

- **Revision Limit:** 2 rounds, as per initial agreement
- **Professional Conduct:** Every change was documented and communicated clearly.

5. Final Delivery & Client Satisfaction

Final files were delivered via organized Google Drive folders, including editable formats and high-resolution exports. A thank-you note and future design suggestions were shared to maintain long-term professional relations.

Client Testimonial:

“You understood our concept so well. The communication was smooth, and your design truly reflects our brand identity. Looking forward to working again!”

Key Learning:



This case study emphasizes the importance of clear communication, documentation, professionalism, and client engagement in the graphic design process. It also highlights how real-world projects require a balance of creativity and practical execution to achieve successful branding outcomes.

CONCLUSION:

Learnings from the Design Journey

Graphic design is not merely the practice of creating visual content; it is a structured process that involves strategic thinking, communication skills, and an understanding of user needs. The success of any design project heavily depends on how effectively a designer communicates with the client from the initial stage to final delivery. Through this paper, we explored the step-by-step journey of a graphic project—from initial contact, brief understanding, ideation, designing, revisions, to final execution. The inclusion of a real-life case study highlighted how challenges in communication, clarity of expectations, and responsiveness play a critical role in the design process. The experience further reveals that a good designer must not only be creative but also organized, empathetic, and flexible. As the design industry continues to evolve, these practical learnings form the backbone of sustainable creative practice. Designers must strive for a balance between aesthetics and client needs, ensuring both artistic value and functional success in every project they undertake

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