



**Attachment**

# 1.8 Design Freelancers

# Introduction

Before you can take your product idea to a supplier you need manufacturing-ready design drawings, artwork and logo files. However, creating these files often require professionals. Freelance websites such as Upwork.com makes it easy and affordable to get help from qualified designers. This document explains how to manage this process.

## Step 1: Prepare Instructions

You must communicate your design requirements to the design freelancer. As such, the first step of the process is to define those ideas in the form of text and basic drawings.

### Design Guidance Material

- Logos
- Photos
- Drawings
- Written instructions

There's no right or wrong when it comes to communicating your 'design vision' to a freelancer, as long as it's done in a way that they can easily understand. Use photos of similar brands edited in photoshop, or a rough hand-drawing – as long as you don't leave the designer guessing what you want.

### Deliverable

You must communicate exactly what you want the freelancer to deliver based on the provided design reference materials. This may include the following:

- Logo files
- Artwork files
- CAD files
- Technical drawings
- Product renderings
- Packaging design files

**Tip:** You should always specify the requested file format.

### Notes

1. Use drawings and photos, rather than written instructions to communicate your design requirements. But, you can provide comments and suggestions for additional guidance.

## Step 2: Post Advertisement on Upwork.com

Upwork.com is the go-to platform for freelancers of all kinds. Creating an Upwork account can be done in a few minutes, and you'll need to link your credit card or PayPal account. Once you're set-up, it's time to post a job.

### a. Budget

You can select to create a job on a project basis, and request a fixed price quote, or hire a freelancer on an hourly basis. I recommend that you start with a fixed price quote, but that requires that you clearly defined your design guidelines as I explained in the first step.

**Below follows some budget guidelines:**

- Textile pattern / size chart: US\$100
- Leather bag techpack: \$120
- Watch CAD file: \$170
- Electronic Product Casing CAD: \$300

### b. Location

Upwork.com is an international platform. As such, you can receive bids from freelancers worldwide, or only allow applicants from certain countries or regions to apply.

### c. Job Category/Qualification Requirements

Upwork.com matches candidates based on the job category and qualification requirements you set. When looking for product designers, I recommend that you use one of the following job categories:

- Engineering & Architecture > Product Design
- Engineering & Architecture > 3D Modeling & CAD
- Design & Creative > Physical Design
- Design & Creative > Art & Illustration

You can set more detailed qualification requirements, to further narrow the scope of applicants.

### d. Project Headline

The headline shall be as clear and specific as possible. If we stick to the watch example, I'd use this headline:

*Product designer needed for a [PRODUCT NAME]*

## e. Project Description

The product description should describe the deliverables and the support material you provide.

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### Example Description

We are looking for a product designer that can turn our ideas into technical drawings and logo files. We will provide the following:

- Product/component sketches
- Packaging drawing
- Logo sketch

We expect you to deliver the following:

- CAD Design (.stl)
- Product rendering (PDF)
- Logo (.ai and .jpg)
- Packaging layout (.ai and .pdf)
- Packaging artwork (.ai and .pdf)

Other information

- Time: We need the files within 2 weeks from the start date
  - Notice that this project only concerns one single product.
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As you can see in the sample text above, It's easy for the applicant to understand the scope of the project, and therefore offer a reasonable quotation.

## Step 3: Select a Design Freelancer

It will only take a few hours before you have anything from 10 to 40 applicants. I recommend that you review each applicant and make a shortlist of at least 5 candidates.

Every freelancer on Upwork.com has a profile, with testimonials and ratings from previous clients, a cover letter and their portfolio. The portfolio is arguably the most important factor when selecting a freelancer, as it gives you a clear idea of their level of expertise.

Once you've selected a candidate, it's time to start the project and deposit the project funds. Notice that the funds will only be released once you approve the files.

## Step 4: Review Design Files

The time frame for the freelancer to complete the task should be clearly specified when you start the project. Most design freelancers can deliver within 1 or 2 weeks.

Note that you should review all files before you close the project, as doing so will automatically result in the release of the funds.

Further, you should not pay anything extra, should the designer fail to provide design files in accordance with the deliverable requirements. Likewise, you cannot add to or change the requirements once the budget and project scope is agreed on.

## Step 5: Add files to Template 1A

All design drawings, logos, packaging, and other files should be added to Template 1A: Product Specification.