



Artsbank Knowhow: Design Tips

[Video Interview Transcript](https://artsbank.org.uk/advice/design-tips/) (14 November 2019)

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Interview with Emma Bagley, Director, Starbots Creative

Emma Bagley:

I'm Emma from Starbots Creative. We're a creative agency who have businesses and events to market themselves. Whether that be for marketing strategy to include design, digital content and web. That's anything from designing a leaflet through to a full new brand or animation.

(Music)

Why is good design important when marketing a cultural event?

Well when you're marketing an event, the design that you produce is the first visual representation to your audience. Like your brand, it needs to make an impact on people.

It's the first impression that the audience are going to get. It's really important because it needs to be consistent. It's the first time that the audience is going to be able to judge you. I

t's the thing that's going to hopefully entice them in, it's going to attract them.

The design will consider the target audience or consider how you want them to feel, it will consider the images that you want them to see and it really will help to convey the emotion of that event.

(Music)

What are the key things to think about when designing the initial marketing for an event?

I think one of the main things you've got to consider is the content.

What is the the main message that you need to convey? What do you need to say with in it?

You don't want to have too much content in any kind of marketing piece but you need to make sure that you clear what you put across.

We need to think about the brand and how much flexibility we've got with that brand. Are there guidelines that you should be adhering to? Can we be flexible? How much creativity can we actually put into the design?

We need to think about accessibility. Who are the target audience and other considerations that we need to make.

We need to think about what imagery is available to us. Are we going to need to commission some images? Are we going to be able to use some stock imagery?

(Music)

What other types of material could you use to market your event?



So if you've already considered leaflets and posters for the event, you can always reuse those designs that flow into other things.

Such as pull up banners if you've got a location where you can place them. Roadside banners, heras panels, digitally you could consider a web landing page.

You could consider doing animated gifs and web banners.

The other thing to consider is merchandise for the event, that could be given out either before or during the event.

(Music)

What are your top tips for working with a designer?

The most important thing when you're working with the designers is to make sure that you're very clear in your brief.

It's really important to get the right people involved in that brief, make sure that they understand exactly what the event is about, make sure that they understand who the target audience is, what you want to achieve from it.

Be very clear about any brand guidelines they've got to adhere to, any companies that you're working in collaboration with that need to be considered.

If you've got imagery that you specifically want them to use, supply them with that imagery. If you're happy with some stock imagery because it's necessary, be clear with any restrictions with it. Try and convey the feel that you want, talk emotionally about it. If there's things that you have seen before that you like or you want to be associated with make sure they're aware of it.

Once you've got the brief, talk to them about the content that you using.

Make sure that they understand what's necessary to be within the design, it may be that too much content is going to ruin the design but you need to have those discussions upfront and be really clear about deadlines, they creep up on you faster than you would want them to and you need to leave time so that you know rushed at the end and that's when things get compromised.

So I'd say it's really clear and just keep communications open all the time.