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Advertising: Roles of Success

There are many people who must work together to achieve successful advertising. Advertising requires many layers of expertise including design, production, SEO coordination, copywriting, photography, and printing. All of these areas of advertising work together with the desires of a client to create a campaign. With all the different parts, it requires expertise and teamwork to work effectively and efficiently.

The role of the designer is to create a concept, or concepts, that not only attract a reader to buy into a product or service, but also to capture the vision of the client. It can take years of education and practice to become a designer. This role is central because often the client relies on this person the most to deliver what's desired. Also, the designer must be well rounded enough to be able to design for various business entities in a number of formats, like logo design, brochures, magazines, or web sites.

Production artists have various tasks. A few examples include gathering print costs and requests, editing copy, formatting documents, downloading and/or editing photos, and even doing a little web site coding. This requires vast knowledge of many software programs such as Microsoft Office, Quark, InDesign, Wordpress, Dreamweaver, and more. If designers are responsible for the concept, or beginning of the design, the production artists are responsible for the conclusion of it.

When a project requires photography, and a great many advertising jobs do, the agency will generally either look for stock photography, or use a photographer to shoot photos, as needed. For this reason, many designers contract a photographer, or have one on staff. It's important that the designer and the photographer have the same vision for the advertising work.

A copywriter is a somewhat similar in role to the photographer, in that the copywriter must match the vision of the designer. And like the photographer, this person may be a freelancer or be on staff at the agency. Sometimes designers even lean on the copywriter to lead the design concepts or photography choices. The copywriter may also implement web copy and need a bit of background in some web applications.

If the project is not web based, it will need to go to a printer. The advertising agency generally acquires quotes from multiple printing companies, and leaves it up to the client to choose the one they like to work with. Printers often have various capabilities or even specialties, so advertising agencies need to stay current on what's available for projects. Often, knowing what's available can lead a design concept.

Many advertising agencies are now offering SEO work for clients. It's virtually unheard of nowadays to advertise without a web presence. And if a client has a web presence, they should have the best presence. The SEO coordinator will work with the web designer to make sure the site is created with not only the human reader in mind, but the search engines as well.

You may not think of the client as a part of the advertising team, but they are the most important player. An advertising work is only effective if the client is pleased with the result. A strong advertising company acknowledges the strength of this partnership. If they are happy, the advertising agency will probably get more work from them as well as new clients based on their recommendation. That's successful advertising!

Chris Kincaid is a twenty year marketing professional and writes extensively on business including local topics such as [advertising in Michigan](#) and [Ann Arbor web design](#).

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