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When looking at [graphic design Leeds](#), it is important to remember what you are looking at. This may sound obvious but there are two big elements of graphic design. The graphic side is about the look of the piece, the design being the practical element, something that works.

For example, while you may have an excellent design for a roadside sign directing to people to your craft shop, it is of little use if people cannot read the lettering or do not know how far it is to the craft shop or even if they know that is what it is. This is why it is good to find a designer with enough experience to balance both these elements to any design.

When you are looking for a company, you probably already have a rough idea of the design you want. During the initial meeting it might be an idea to bring a sketch. It does not have to be amazing but it should give them the details they need to do the job. For those less confident or who want to give as accurate a rough draft as possible you can use desktop publishing software to create one instead.

It is worth getting in touch and having an initial meeting before agreeing to any project. Ask the kind of prices they charge and get to know them. Ask how long they have been in the business and discuss the kind of ideas they have had for yours.

In effect, you are creating or changing an image. A good company will be aware of what you are trying to do and advise you on the best way to achieve it. For example, if you are designing a film magazine, you want to have plenty of room for advertising as this is mostly where a magazine will cover its costs and go into profit, more so than readership.

In short, you should be looking for someone that even though you may be working on one initial short term project, you are making a short step towards a long term project and creating an image for your target audience. With the right preparation, you will have [graphic design Leeds](#) that matches your ambitions.

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