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One of the most common problems with customers in design is that they know what they want but don't know the correct terminology. They end up getting frustrated when they don't get what they asked for and then blame then blame the artist. I have been working in the graphic design business for a many years now and I find that this is a very common problem and one easy to resolve.

I've lost count how many times I've had written requests from clients for a specific style of design. let's say the style they request is art deco when they actually meant modern. Unfortunately there is no real way to educate the whole world and make them sit in a design class or art history class. So how do we resolve this problem? Well we really can't! but I will advise any business owner out there that is about to purchase any design to do some research before spending your time and money as well as someone else's time and money trying to guess at what you really meant.

There are websites that give you the new trends of the year and also many sites which you can go and get ideas to use as examples of what you like. Sending the designer you hire an example of the styles you like help cut a lot of confusion and a lot of wasted. I know when clients would send me an image of a style they like for example the apple logo and they called it formal, I knew that what they meant was more in the lines of modern.

I advise to the designer and client, to go over the design information submitted; send in sample images of what you like and make sure to communicate what you are asking for is the same thing the other is thinking. There is nothing more irritating than spending hours designing something which you believe is what the client was asking for to find out they meant something completely different. it is also frustrating for the client to have to wait for a design and then find out there was a miss understanding and now have to wait all over again for a new design.

As much as designers would like to point fingers at clients, and clients at designer it really is no ones fault. There are hundreds of design styles and they are constantly changing. In a perfect world everyone would be educated about everything but we all know that's not the case. I would suggest to try communicating as best as possible and things will get resolved fairly easy. learn to be patient with each other and be aware that just as much as you think the designer miss understood you, it could be that it's you who's giving the incorrect information. Working together is the key to success in any situation.

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