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The customer "is" always right? righ?

Clients think that they already know everything there is to know about graphic design. Then again no one can argue with a client the customer is always right? There are cases where as a designer you should make an executive decision and do what you know is the better design choice in the end you have the clients best interest in mind.

Now don't go and make changes without consulting the client first. You should call the client and spend five to ten minutes educating them why it would benefit the design to credit whatever choice was requested. A lot of the time if you speak with a client and explain to them why something doesn't work you will see they are willing to listen to your expertise.

Some of you may be thinking, why even bother with consulting just go ahead and give them the poor design they asked for. I say think of it this way, if you go above and beyond what they asked and you give them the amazing new design after consulting with them ; that client will see that you take interest in their company. The design work would

Sometimes clients just need a little education and direction. Don't be intimidated by your client, I know that sometimes they seem unwilling to want to change their mind; but if you politely show them a better way you are likely to listen and accept the changes.

There are a lot of companies that work one on one with clients. Their design portfolios are huge and were made successful by the combined effort of clients and designers. Think of your client and what is best for them, don't be afraid to tell them what looks bad would look better changed, they will thank you in the end.

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