Can I design this **myself?**

Should you do your next design project yourself, or would leaving it to a professional make better business sense? The answer depends on a number of questions:

DO YOU ENJOY DESIGN?
If you loved art at school and look forward to getting creative on Instagram, design might be one of your strengths.

DO YOU HAVE TIME?
Even if you love design, do you have time to do it or are you facing other pressures at the moment?

IS IT A RELATIVELY SMALL PROJECT?
If you've got to produce a social media post, it's probably not too onerous. But if it's a whole brochure, it might be a different story.

DO YOU HAVE A STRONG BRAND?
Having a recognisable logo and corporate colour palette gives you an instant toolkit that makes other designs easier.

ARE YOU CONFIDENT WITH DESIGN SOFTWARE (E.G. CANVA)?
You might love your weekend sketching but can you create the digital art your business needs?

ARE YOU CONFIDENT WITH THE OTHER SKILLS YOU NEED FOR THE PROJECT?
Design is rarely the whole project. Consider whether you have the skills to deliver any writing or tech requirements to bring your design to life.

If you've mostly answered yes, do it yourself! It's sure to be amazing and we look forward to seeing the results. And if you've answered no, consider using one of our graphic designers. It's probably better value than you think and the results will speak for themselves. **www.getaheadva.com**

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