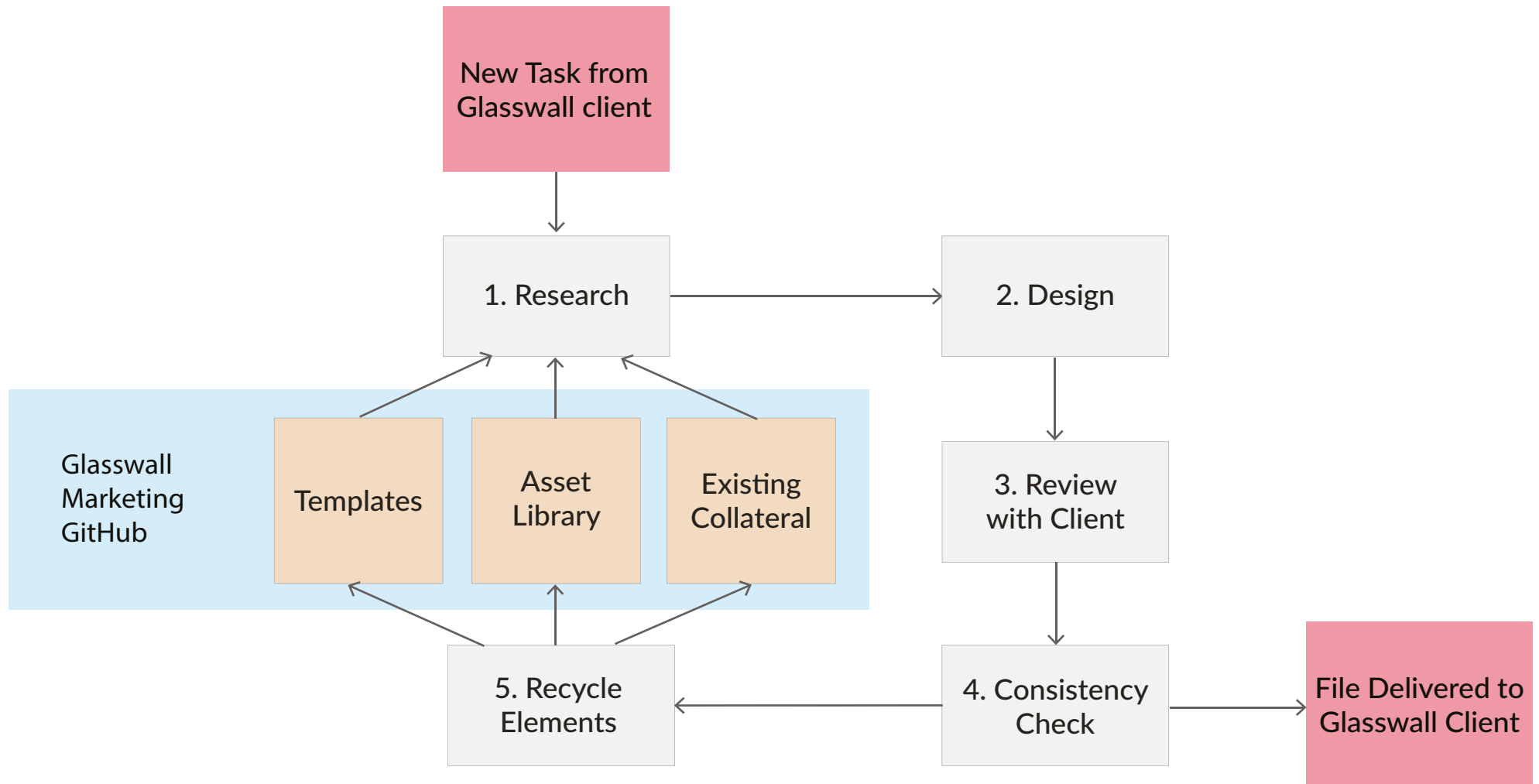




Upwork Design Workflow

Created to maximise the efficiency and productivity of the Upwork design team. This workflow will help to ensure consistency of branding across Glasswall collateral, and allow for re-cycling of new assets in a 'closed loop'.

Overview

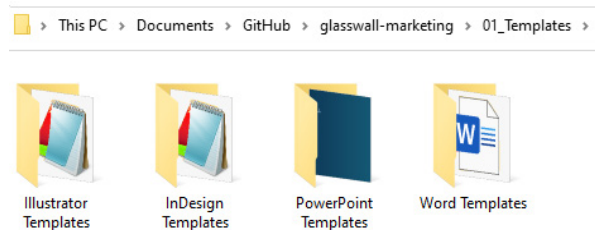


1. Research

The Glasswall marketing GitHub is a resource library for you to work from and add to. Install GitHub and download the repository to your machine. <https://github.com/filetrust/glasswall-marketing>
The GitHub acts as a common source that will help us stay consistent and organised.

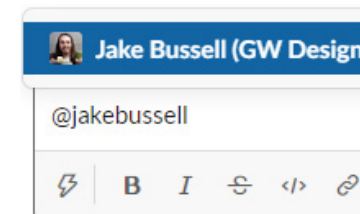


- When starting a new task, find a template of the required format (e.g. PowerPoint template) in the Templates folder.



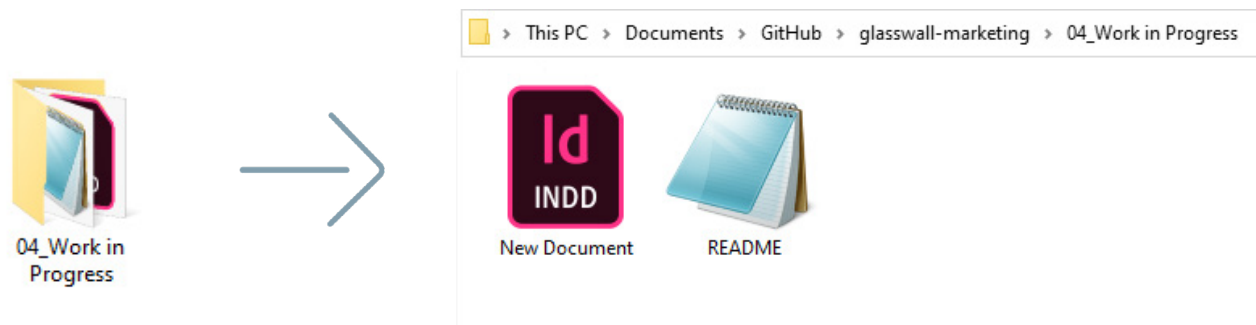
- Find an example of existing content in the Marketing Collateral folder, that can be used as a design reference.
- Source the icons and diagrams needed for the task from the Assets Library folder.
- You will find some resources have not yet been created. That's where the 'closed loop' idea comes in. If you are creating something for the first time, it will end up as a template or asset for use on another project in the future.

- Reach out to @jakebussell on Slack if you are unsure of how to start a project.



2. Design (The Fun Part!)

When designing use the 'Work in Progress' folder that you have downloaded onto your machine. Create new documents here or copy over templates and rename them. This is your starting point.



All existing and newly created assets must be organised in the correct folders and clearly labeled in the GitHub. (for example: the blue Glasswall logo is located at: '02_asset-library/logo-files/glasswall-logo-blue.eps') Use separate words with hyphens (like-this-in-file-names).

- Use your creativity for new design problems and remember to stay consistent with the brand guidelines. (They will be updated regularly)
- If you need design inspiration and ideas search <https://dribbble.com/> or look up companies similar to Glasswall.

3. Review with Client

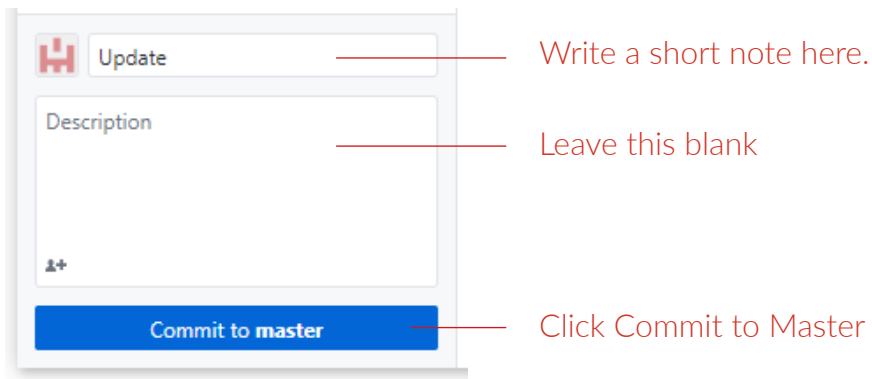
After all that hard work, it's time to get some feedback.



1. Post a draft .pdf or image in the relevant Slack channel.
2. Tag the Glasswall client (whoever set the task) and ask them to review the design.
3. Remind them that the design will then need to be checked by @jakebussell before it can be shared publicly.
4. Make any necessary alterations to the document until the client is satisfied.

4. Consistency Check

Once the designs are approved. Upload your working files to the GitHub repository. Then tag @jakebussell in Slack to review the document for consistency of design.

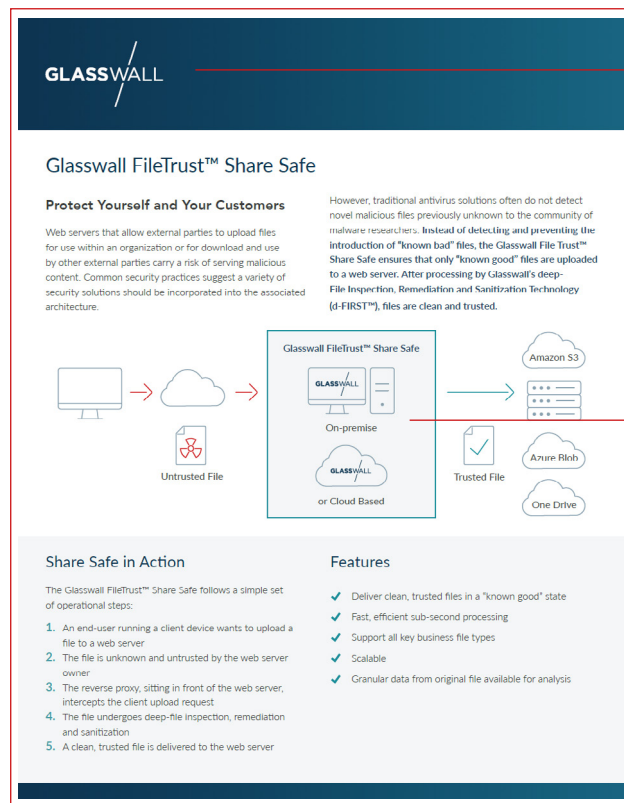


- @jakebussell will then review the designs for consistency.
- Changes may be requested in Slack, using screenshots as visual feedback.
- Otherwise @jakebussell will download and amend the working files.

5. Recycle Elements

We need to ensure the working files and assets are re-usable for future projects. To save time, keep this in mind as you work. Link assets from the required GitHub Folders (as mentioned in the design page).

Please see the below example:



Glasswall-logo-white.eps
Linked from the logos folder

Diagram created in illustrator, sharesafe-diagram-1.eps
Saved in the diagrams folder for re-use.

This was the first Product Overview created.
So I will now save it as a Product-Overview-Template.Indd
The next time we create one of these documents, start here!