

Freelance illustrator + Client (Eye Clinics of San Jose)

Designer: Athena

Client: Eye Clinics of San Jose

Brief given:

Need a poster for our new advertising campaign starting July. We like your stylized drawings we saw on a mural in Santana Row. Campaign should stylize our newly constructed facility and appear playful and inviting. Here is the reference picture of our new facility that's open just this week! Some empty spaces on the poster will allow us to reuse it for online campaigns as well.

Freelancer adds to the PRD:

30 days project sprint. Roughs shown in week 1, style picked week 2, final design in week 3. No free iterations after roughs picked. All iterations after charge \$50/hour

Demo starts with PRD already uploaded.

Summary of PRD in 1 sentence already at the top of the whatsapp like channel.

Designer shows roughs

→  **Design**





The image displays four architectural sketch concepts labeled A, B₁, B₂, and C. Concept A shows a modern building with a large overhanging roof and a small entrance. Concept B₁ shows a building with a prominent glass door and a bicycle in front. Concept B₂ shows a building with a large glass window and a person sitting on a bench. Concept C shows a building with a flat roof and a small entrance.



Designer asks, do you like: A/B1/B2/C?

Designer also asks: Do you like anonymized person on the bench?



Validation

Do you like the anonymized person on the bench?



Client picks C

Client says yes to person on bench question

Designer uploads a more finished product and says, how is this?

Validation catches that the designer forgot to add the bench. And asks to change design.

Designer accepts, previous design closes.

Designer uploads the right design



Design



Client annotates and says, "How would you feel about a tiny bit more texture in the parking space? I am curious about your thoughts and don't need any change yet."



Feedback



Client adds: How about an overall deeper blue accent?

Validation card from our agent: Overall change is moderate change and will need 2 day deadline shift. Still send this request?

Client says no.

Previous message disappears.

Designer responds, "Texture is not a problem"