
Inside Man: *the story of the* **In-House Corporate Graphic Design Department**

Does your Company spend a fortune on outside vendors to design and build marketing and “corporate collateral” items? Things like brochures, catalogs, price lists, advertisements, packaging, FSIs, point-of-sale, seminar programs, employee manuals & benefits folders, directories, websites, magazines, books, posters, presentations, charts, org charts, floorplans, planograms, signage or maps? **And what about photography?** Do you sell items that need pictures to go in all these catalogs, brochures, and ads?

Why not bring your marketing graphics needs in-house and save time and money? *Blair Saldanah* has been in the visual communications business for over thirty years, and has the depth and breadth of talents and experience to handle everything you need. Of course, many companies are going to be too large for one person to do everything, but I have plenty of experience managing teams of people, as well as all outside vendors. In short, everything needed to get any job done, large or small. **Anytime, on-time.**

There are myriad benefits to having an internal graphic design department:

- **Instant-access:** Here’s how it really works with the outside creative agency model (trust me, I know). When someone in your company needs, say, a product specification guidebook, they’ll call the agency. If they can get through the voicemail maze and actually talk to someone, the “account executive” (sales guy) will *try* and understand what they’re asking for. If he’s the best-of-the-best, he’ll actually “get” what your person is asking for and write it all down in a lucid creative brief, and bring it to the creative group, where the traffic manager will schedule a designer to specify what it should look like, and then a member of the production group will actually make the book (and hopefully get it proofread). Then, it’ll get overnighted back and forth through who knows how many rounds of revisions (because the sales guy didn’t really understand what you wanted in the first place), but eventually, you’ll get what you need, albeit at great expense. **Why not bring it all in-house?**
- **Efficiency of purpose:** I will work with your company’s groups that require creative, listening carefully to their requests. Then, I’ll offer insightful suggestions, helping them to refine and focus their needs, improving the ideas to come up with the perfect solution. And because I work for the same company, I’ll have a much more efficient pipeline to get from the idea stage to the finished product, at minimum time and expense.
- **Security:** You probably consider much of your information to have classified, trade-secret status. If you’re sending your creative to an outside party, it’s entirely possible that the wrong people know your private business, way before you’re ready to share it with the world. I once worked at an oil company who wouldn’t even send the slide film for the boardroom show out to be developed, so I had an Ektachrome E-6 machine in the building to process the film myself. Of course, nobody uses actual film and slide projectors anymore, but the principle still holds. Your valued information needs to stay secure.
- **Internal training:** I have plenty of experience in developing and leading employee training sessions on all manner of topics. I’ll help your computer users with a class of tricks and tips to help them use their machines more efficiently, or lead a class on how to make more effective presentations. Too many PowerPoint shows are jammed with confusing and overwhelming info; I can help your people understand “presentation zen” in order to get their important message across much more effectively. And all without leaving the building! Of course, the participants will have beautifully-designed takeaway “cheat-sheets” to help them retain what they’ve learned.
- **Photography:** I can have a table-top photo studio right in the office to take professional photographs of your products, retouch them with a master’s eye, and keep a well-organized library of them for easy retrieval at a moment’s notice. Of course, the library will contain *all* work done at your company, not just the photography! Plus, it’s not only products, I can easily provide high-quality, well-lit portraits of any employee you need a photograph of, right in the office.
- **Here’s another idea;** when another firm’s executive(s) come to visit for a meeting with *your* senior people, how about having a “grip & grin” handshake photograph taken when they first arrive, and present it to them in a stunning Lucite desktop frame when the meeting’s over? Do you think an gift like that would make a positive impression? I’ll come and take the shot, retouch it in a flattering manner, integrate the company logo and frame it up for presentation within the hour. **Sound good?**

And this is just the beginning! There’s plenty more to discover in my comprehensive Capabilities Summary, where you can learn more about all the things that are possible, and can be actually be achieved right in your company’s building. Please read through the Summary and then get in touch for next steps. Thanks!