

Can Graphic Designers and Copywriters Coexist?

Since their existence Graphic Designers and Copywriters have been playing tug-of-war. The designer seems comfortable with writing copy. The copywriter dabbles with creating designs.

But together they are such a powerful force. When a Graphic Designer brings a professional writer onto their team magic happens. A turnkey system producing unheard of results.

I speak from the side of the fence which focuses on providing great copy. While recognizing the needs and desires of the **Professional Graphic Designer**.

For example, the copywriter must...

- Be reliable and NEVER miss any deadlines
- Be willing to do a deep dive into the client and their business
- Turn in clean, error-free copy
- Think strategic and ask the right questions of the graphic designer and client
- Be able to generate original ideas and suggestions
- Provide good copy delivery: copy formatting decisions already made
- Be affordable (but note: designers will “sell” good copywriters to clients)
- Get it, deep diver; strategic thinker; creative; good listener *and* questioner
- Be easy to work with (no *prima donnas* or whiners), and even fun!

Going it alone is the right formula for certain types of graphic designers. I get that! There's been instances where a copywriter even made your job harder.

Collaboration is a key component of both the designer and the copywriter. Giving each other the **freedom to express their creative minds**.

The definition of a Graphic Designer states...

“Graphic design is an interdisciplinary branch of design and of the fine arts. Its practice involves creativity, innovation and lateral thinking. Using manual or digital tools, where it is usual to use text and graphics to communicate on a visual level.”

AWAI - American Writers and Artist Institute

You see, we speak the same language. And I'd love to learn more about you and your organization. I know we'd be a great fit.

To Your Success,
Charles Brown

P.S. A reliable professional who'll turn in clean error-free copy. A strategic thinker, someone creative; a good listener *and* questioner. Take a look at my Portfolio: charlesebrown.com