Design Team Protocol
Team vision: Creating better experiences together

Design culture is about rediscovering the human side of business
We have a chance to spread the values of design throughout the corporate world, making our organisation both more human and more successful.

What you can expect from us.

1. **We are a highly qualified and experienced full service, multi-disciplinary creative team.**
   We have collectively over 95 year's experience in the design field.

2. **We will assign design projects at the start of each week.**
   Although, depending on timescales and capacity, designers may pick up projects mid-week.

3. **We work to strict timescales.**
   Please allow up to 10 working days (although we normally respond within 5) for us to review your brief and get back to you. Your job may be briefed out to an external agency at your cost dependant on current capacity and the time scale of the briefed in request.

4. **We prioritise our work load.**
   Each team member's work load is prioritised by complexity and deadline, new jobs will only become a priority if advised by the Mayor, the Chief Executive or by the Director of Communications.

5. **Contracts management and procurement.**
   We work with a number of external print and design contractors and adhere to procurement rules.

6. **Your main contact is the Design Manager.**
   This is the main contact for everyone within the company (including management and other team leaders. Please do not contact any other team member to discuss new jobs or subjects unrelated to a job that is in progress.

7. **We are part of the integrated Communications team**.
   We will cooperate with all colleagues in order to deliver the best solutions to meet defined objectives and outcomes.

8. **All designs will meet industry and accessibility standards**

9. **We will effectively clarify and communicate concepts and ideas**.
   We will do this through sketches, stories and quality presentations, or any other creative format.

10. **A creative environment is very important to nurture our creativity.**
    We aim to create an environment that nurtures our designers and allows them the time and space to explore and find the best design solutions**.**

11. **We follow the industry standard 4D Design process for all work, where appropriate**
    Discover, Define, Develop, Deliver.

12. **We will stay up to date with the current design trends and latest technologies.**
    This helps us to provide you with the best, most user-centered solution for your design requirements. Allowing the team time to keep abreast of new technologies in design software and digital communication advances is highly important.

13. **We have systems in place to manage the design process effectively.** These include:

    a) An online design brief and rejection form (used if a brief is lacking vital information)

    b) An online project management and collaboration tool (Asana)

    c) Industry standard design hardware and software (Apple Macs and Adobe Creative Suite)

    d) Unique reference and archiving artwork system

    e) Digital Asset Management – providing a platform to share brand guidelines, design assets and imagery (AssetBank)

    f) Digital Bug reporting tool

12. **Team members take responsibility for their own projects, and tasks.**
    Solutions are shared with the Design and Digital Manager to ensure design and brand integrity. All team members are expected to manage their own work in order of priority, complexity and deadline dates.

13. **We are customer focused and will always provide solutions with the end user in mind.**
    Designers often need to understand the bigger vision therefore bear in mind that our design decisions are based on market knowledge and customer insight. You are very rarely the target audience, therefore please remember that, just because you don't like it, it doesn't mean that the solution is wrong. Could it be that it's just not meant for you!

What we expect from you.

1. **No design work should be outsourced unless done so through the design team.** We will manage the design process from project briefing to completion, gaining sign off of all designs in order to maintain design and brand integrity. The team has a process in place

in order to call off external design resource at times where capacity or capability are a challenge. This will be discussed with the client as there would be a cost implication.

2. **Allow the designer to explain the design process**
Please respect the process in order to protect the integrity of the creative work.

3. **Brand guidelines are owned by all staff.**
Brand integrity builds trust with our customers or partners. We expect everyone to follow the brand guidelines when using logos, colours or choosing a font. The guidelines can be downloaded to be shared with external contractors, on Asset Bank, as a link on the WMCA website.

4. **Plan ahead to allow us enough time to work on your projects, big and small.**
Time is a major factor when talking about design, enough time allows us to deliver the best and most creative solution to your brief. Therefore please plan ahead and allow us plenty of time to give you our best work.

5. **We will ask a lot of questions, so please give us time to gather all of the information we need.**
By understanding what is required, designers deliver the best output for the customer. We will ask a lot of questions, so please give us time to gather all of the information we need. Designers will ask probing questions, especially before they start creating, so be patient and prepared to respond to their curiosity as this will empower them to find the best solution.

6. **We expect all clients to have understanding and respect for our professionalism.** We are a highly qualified and experienced full service, multi-disciplinary creative team.

7. **The designer should be allowed the freedom to explore and the freedom to fail**

8. **We expect clients to report success or failure of design projects.** This data means that the team can continually adapt and improve based on user feedback.