



# interglacial

graphic design

lesley graham

## information about the practice

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'interglacial' is a graphic design practice, run by Lesley Graham, which has with particular interests in producing work for architectural and engineering designers, academics, and businesses.

As a graphic designer, my job is to turn ideas into pages, and I have spent many years working within the world of competitive business, and with building and infrastructural designers. I have a thorough understanding of the relationship between graphic design and the business interests that it serves. At the same time, I have been involved continuously with the academic world, studying and taking part in the life of the professional body to which I am affiliated (the British Psychological Society).

Getting the graphics right depends on having the right discussion – client relationships are at the heart of design. I would never insist on any particular style or working method. I would much rather listen to the question, capture the content, and turn it into something that conveys what needs to be said, something that has the right 'personality' to say it.

I am skilled in the communication of complex ideas, and have a broad range of theoretical interests. I have trained in graphic design, aesthetics, architecture, building construction, psychological sciences, and history of art, some of which subjects inform my creative practice and others my approach to business. This mixed background has allowed me to develop an approach to work that is both insightful and methodical, and I know for certain that an understanding of the word 'deadline' is perfectly compatible with creativity.

If you would be interested in commissioning graphics work and/or discussing costs, without making a commitment, you can either email a description or a quick sketch to the address below, or phone me to discuss your requirements. I have links to writers and photographers, if the work you are considering would involve these kinds of input.

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### Graphic design for academics, colleges and professional bodies

Broadly, I can produce work for papers, lecture and paper presentations, conferences and other events, for academics, colleges and professional bodies.

Good presentation enhances the subject matter. To this end I can offer the subtle and respectful skills involved in turning complex ideas into a pleasing and convincing visual form, without sacrificing clarity, complexity, or the importance of the subject. This applies equally to work within a scientific or an arts or humanities context.

Possible projects include: diagrams for papers; conference publicity and delegate material; calls for papers; event posters; document layout for papers and publications; lecture and conference digital presentations including keynotes; 'tidying up' of existing presentations; technical illustration. I can set out papers according to a given journal style, or university house style. and adapt charts and diagrams produced in desktop software. Delegating the production of these aspects of the work has the advantage of freeing up time to concentrate on the writing.



## **Graphic design for architects and engineers**

I have career-long experience of the building and infrastructural design environment, working alongside top-level architects and engineers on projects ranging from major international airports, commercial and arts projects, to schools and houses. I'm well aware of the need to respond quickly to project requirements, so it's fine to contact me at short notice.

In addition to being trained in graphic design, I am trained in architecture and construction, and this mixture has allowed me to develop an approach that balances creative graphics with technical understanding of buildings and civils projects. I have extensive experience of contributing to sustainability-based projects, and of co-ordinating multi-practice and multi-disciplinary graphical work.

The kinds of architectural and civils projects that I have worked on so far include: project pitches; feasibility studies; planning applications; concept and scheme presentations; reports including Stage C reports; design competitions; stage C and D drawings; detail drawings and schematics; illustration including technical; graphical drawings adapted from cad files; post-production on output from rendering packages; practice brochures and project sheets; press releases and press packs; award submissions; client event publicity and invitations.

As an independent practice, I can produce high-quality design on a cost-effective project-by-project basis. There is the option that I work at your office during a specific drawing issue or for a particular document; where this is appropriate it brings gains in communication and therefore also in efficiency.

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## **Graphic design for business**

I have many years of direct experience of business environments, and having worked among clients rather than in a remote graphics studio, I have a thorough understanding of commercial pressures and the need to win and produce work.

Possible projects include: business plan documents; brochures and leaflets; business cards and postcards; logo design; company documents including letter headings, order forms, compliments slips, etc.; reports, including financial; graphs and other illustrations; advertising material.

I work within a methodical process using agreed timetables and end dates, and including a proper consultation and feedback process. Good design always results from the needs behind it, and can play an important role in creating a strong company identity and presence that brings in business.

I can also produce customised document templates for your company, and offer graphics software teaching and follow-up support to the staff who will use them day-to-day.

## information about working with a graphic designer

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### The rationale for working with a graphic designer

Very few people are immune to appearances. Most people will, without thinking much about it, judge a product or service on the way it is presented – they will assume that the presentation is part of the thing itself. This may or may not be the case, but it means that whatever you do, you are in charge of the way you are understood; knowing this, you are already several steps ahead.

Working with a graphic designer is a way of gaining very precise control over the way you are perceived by the people you wish to address, and over the way your work or product is understood.

Graphic design is an area of specialist expertise, which, like any other expertise, demands ability, training and experience. Knowing how to use software is only one part of the process, and not the most important one, so, while it is possible for the layman to produce *something* in standard desktop software, that is not necessarily the best way to present your company or your work – which is to say that a good graphic designer is a good investment, one that will allow you to address your chosen audience in a clear, consistent and professional manner, and give your business a public presence that is memorable for all the right reasons.

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### The process of working with a graphic designer

The process of working with a graphic designer begins with a general discussion, which increases in detail as you comment on the developing project, and moves through draft versions to the finished work. Every step results from a conversation, with an agreement at the end as to what happens next. For preference I like to look at people's own back-of-envelope sketch ideas of what they want; these honestly don't have to be 'clever' or tidy.

This is a typical example of how a graphics project works:

- Initial discussion, initial thoughts and sketches (and I bring a portfolio of previous work)
- Appointment of the designer – work carried out after this point is chargeable – and agreement of the brief. The brief describes everything that the project needs to involve: the aims and style requirements of the work; the target audience; a list of items to produce; timetable, costs and cost basis (hourly rate, fixed fee, etc.)
- Sketch ideas produced by the designer
- Feedback and consultation meeting(s) between client and designer
- Revision and development stage(s)
- Final design produced by designer
- Final client approval of the work
- Physical production of the work (if a project include several items, these may go for production at different times)

If it becomes apparent that there is a need to commission photos and/or illustrations, this can be discussed in principle at an early stage.