

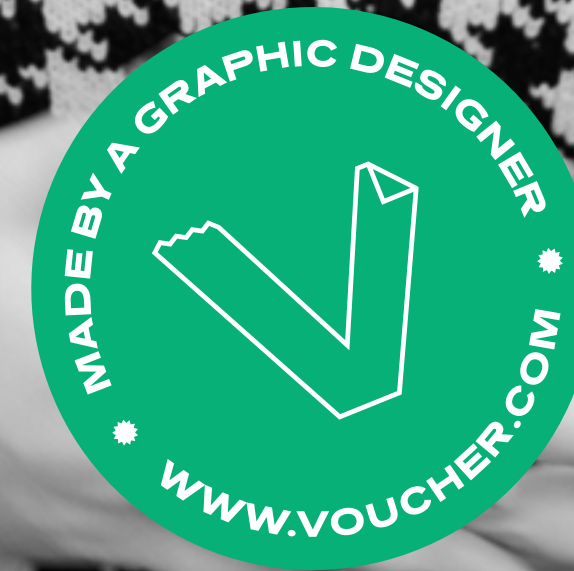
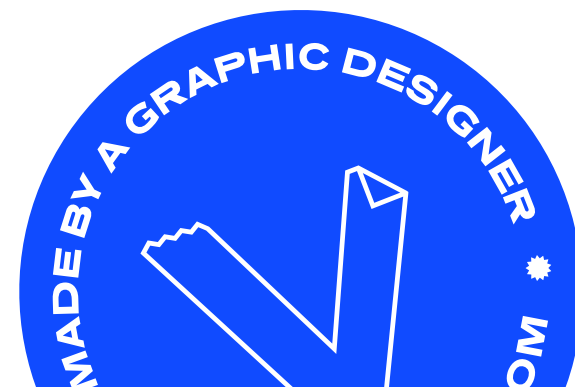
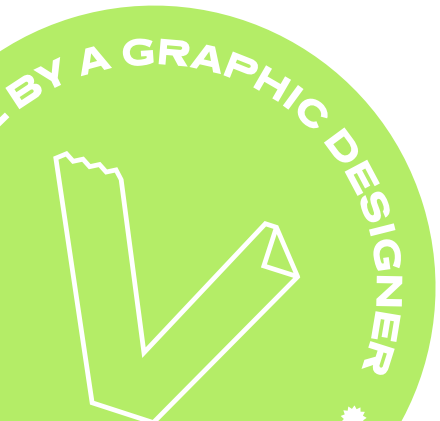
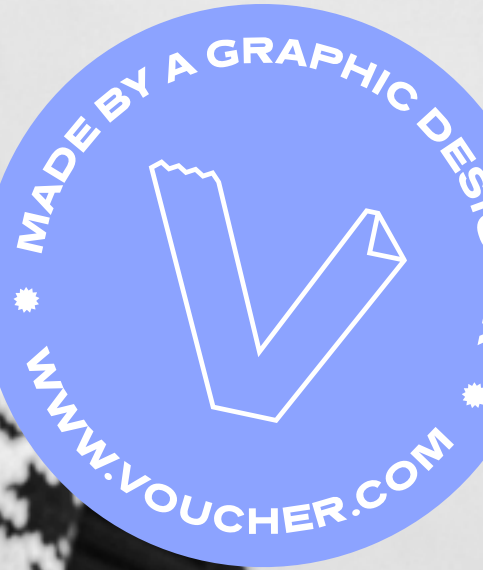
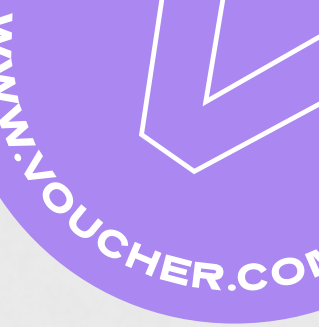
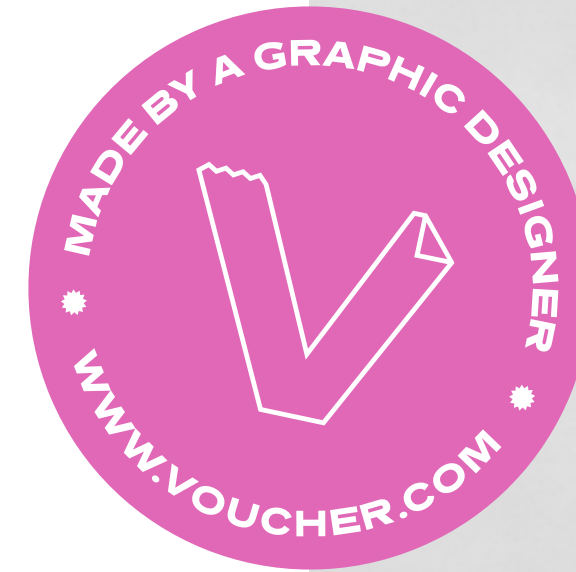
senior degree thesis project

# RACHEL ANTHONY

miami university

communication design

class of 2022

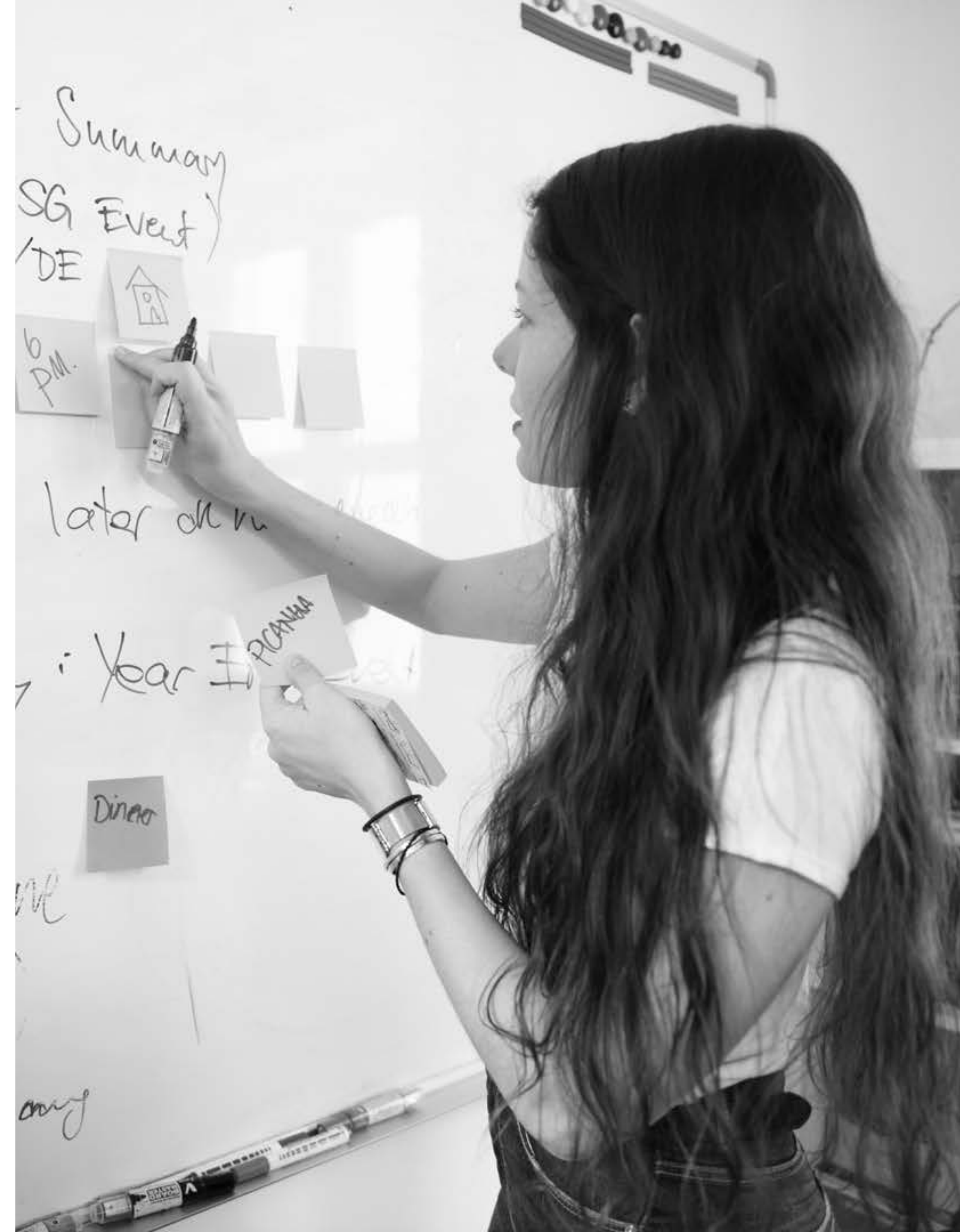


**"I have experienced a lot of uncertainty in finding external value in my career path and have witnessed my peers struggle with it as well."**



## the problem

*Emerging designers aged 20-30 are being undervalued and underpaid within the industry*



## research question

*How can I help emerging designers set higher standards for themselves and their work?*



## target audience

- *Emerging designers aged 20-30*



## target audience

- *Emerging designers aged 20-30*
- *Those who hire or work with emerging designers*

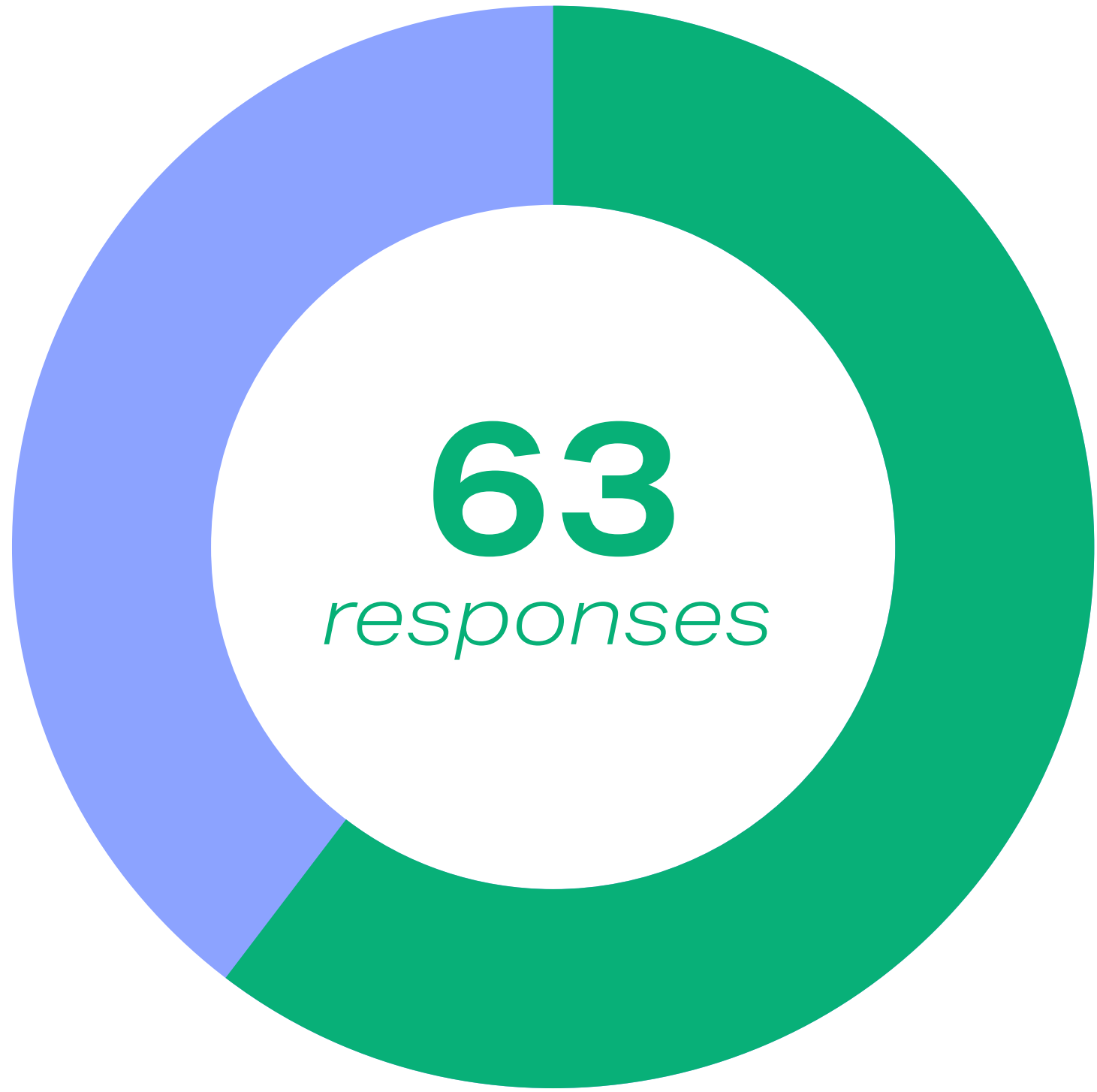


# research methods

- ✦ *Survey*
- ✦ *Interviews*
- ✦ *Competitive Analysis*



# survey

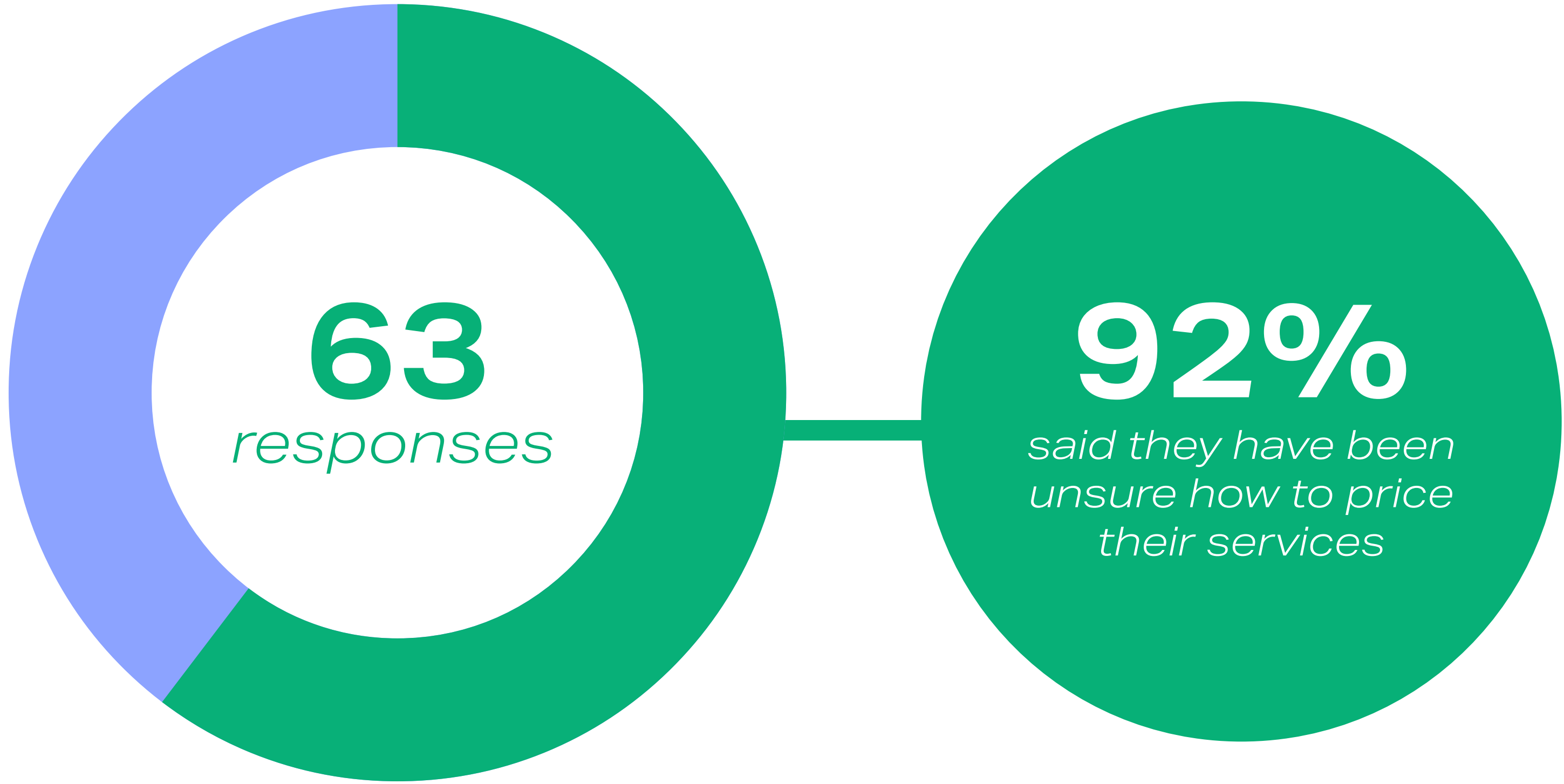


• 63.5% designers

• 36.5% non-designers

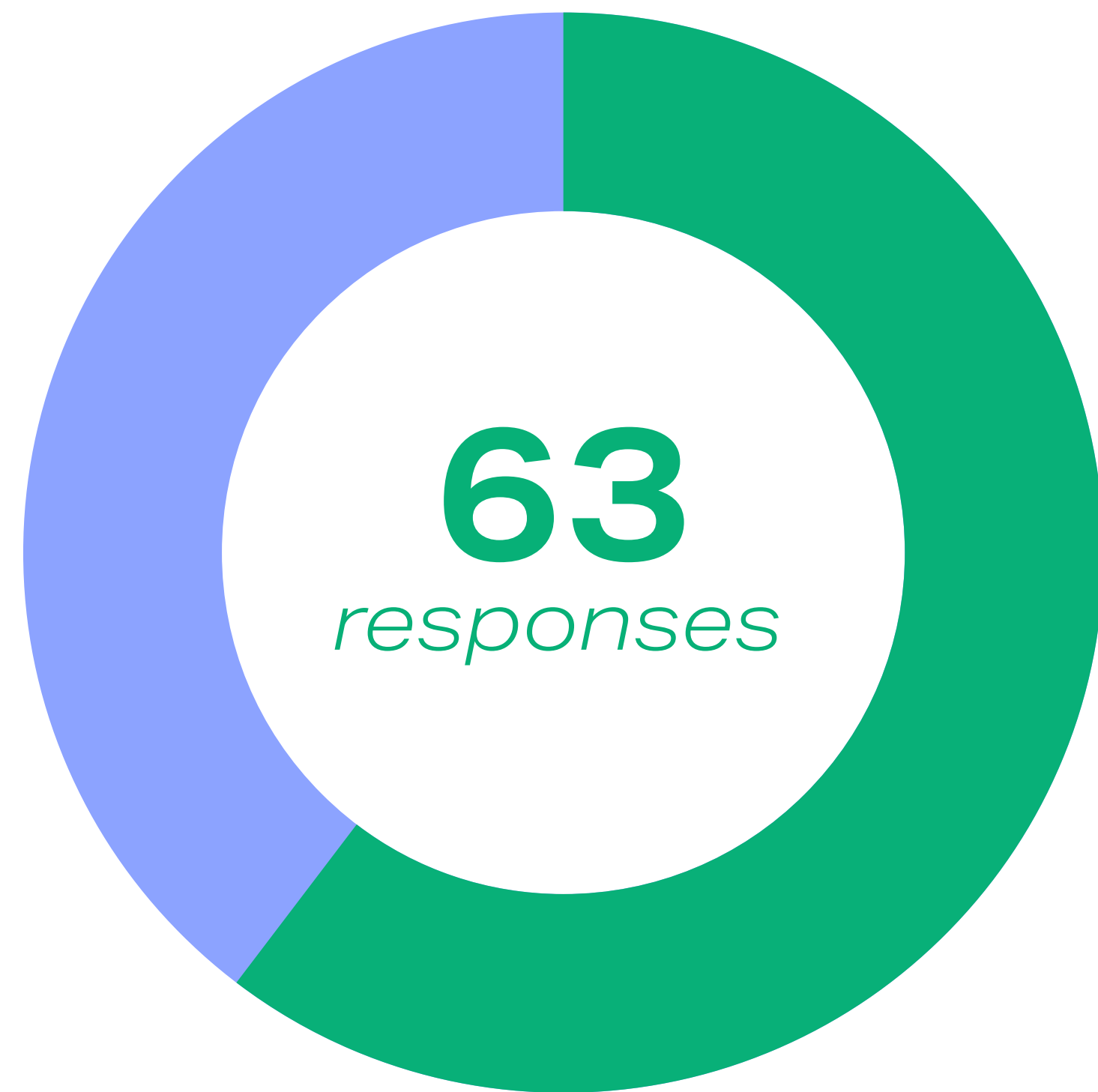


# survey



- 63.5% designers
- 36.5% non-designers

# survey



**63**  
*responses*

**92%**

*said they have been  
unsure how to price  
their services*

**87%**

*said they have been  
affected by imposter  
syndrome*

✿ *63.5% designers*

✿ *36.5% non-designers*

# survey

*In your own words explain what a graphic designer does.*

- *Solves **problems** and tailors the outcome to a specific users needs*
- *A form of visual communication implemented in every other field imaginable*
- *Creates visual **solutions** that attempt to solve or improve upon **complex problems***
- *They creatively **design** digital materials*
- *In simplistic terms, they **design** visual graphics.*
- ***Creates visuals** for a company, could be for marketing, website, etc.*

# interviews

*"As a designer, I definitely see our industry differently than someone outside of it. People don't realize that **design is a part of everything** and spans every industry. The power of design is strong!"*

*- Roxy Prima  
designer and muralist*

*"People don't go into Target and **ask for a discount**"*

*- Kenzi Green  
web and brand designer*

*"Most people don't understand how valuable graphic design is in their marketing efforts. Most see it as the **pretty face** they slap on at the end as an afterthought."*

*- Carli Anna  
freelance designer*

# competitive analysis

*Differences in job descriptions between design focused companies and non design focused companies.*

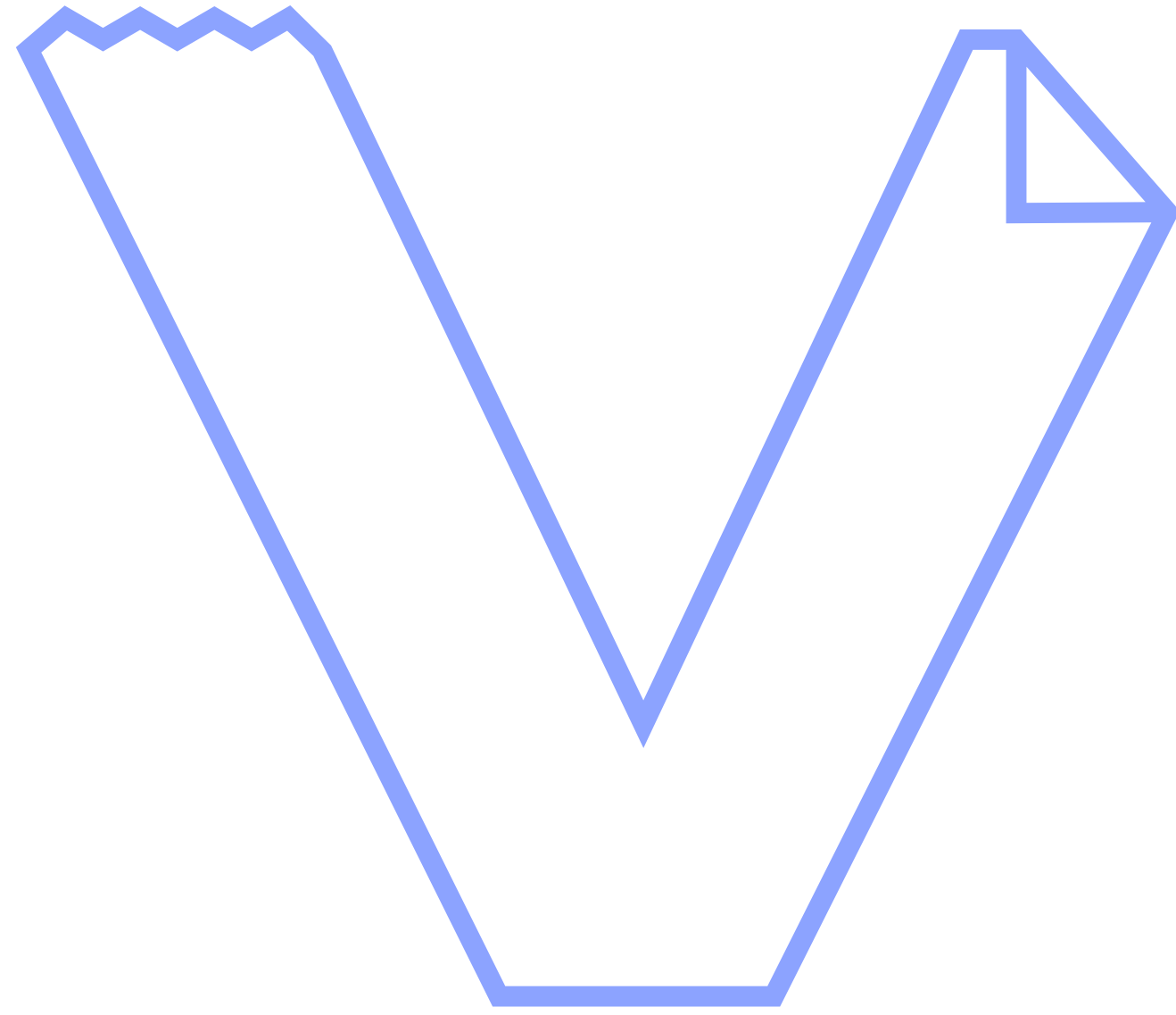
*Prices of services on sites like 99designs and fiverr versus what professional designers price.*

*Variety of resources available on ALGA, however there is no clear answer on prices.*

## insights

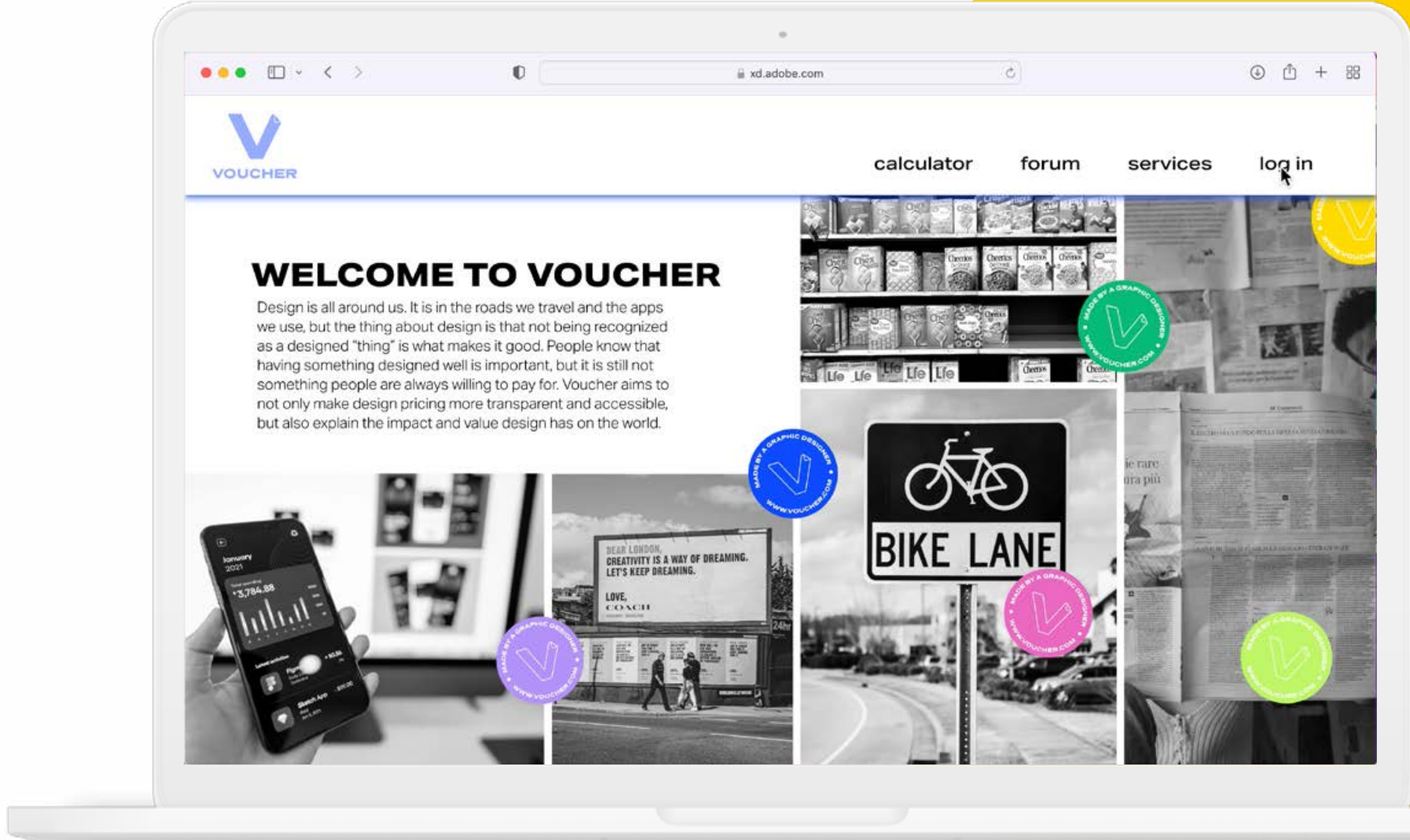
- *92% of designers said that they were unsure of how to price their services.*
- *Disparity between graphic designers and non-designers definition of design.*
- *"People don't go into Target and ask for a discount."*





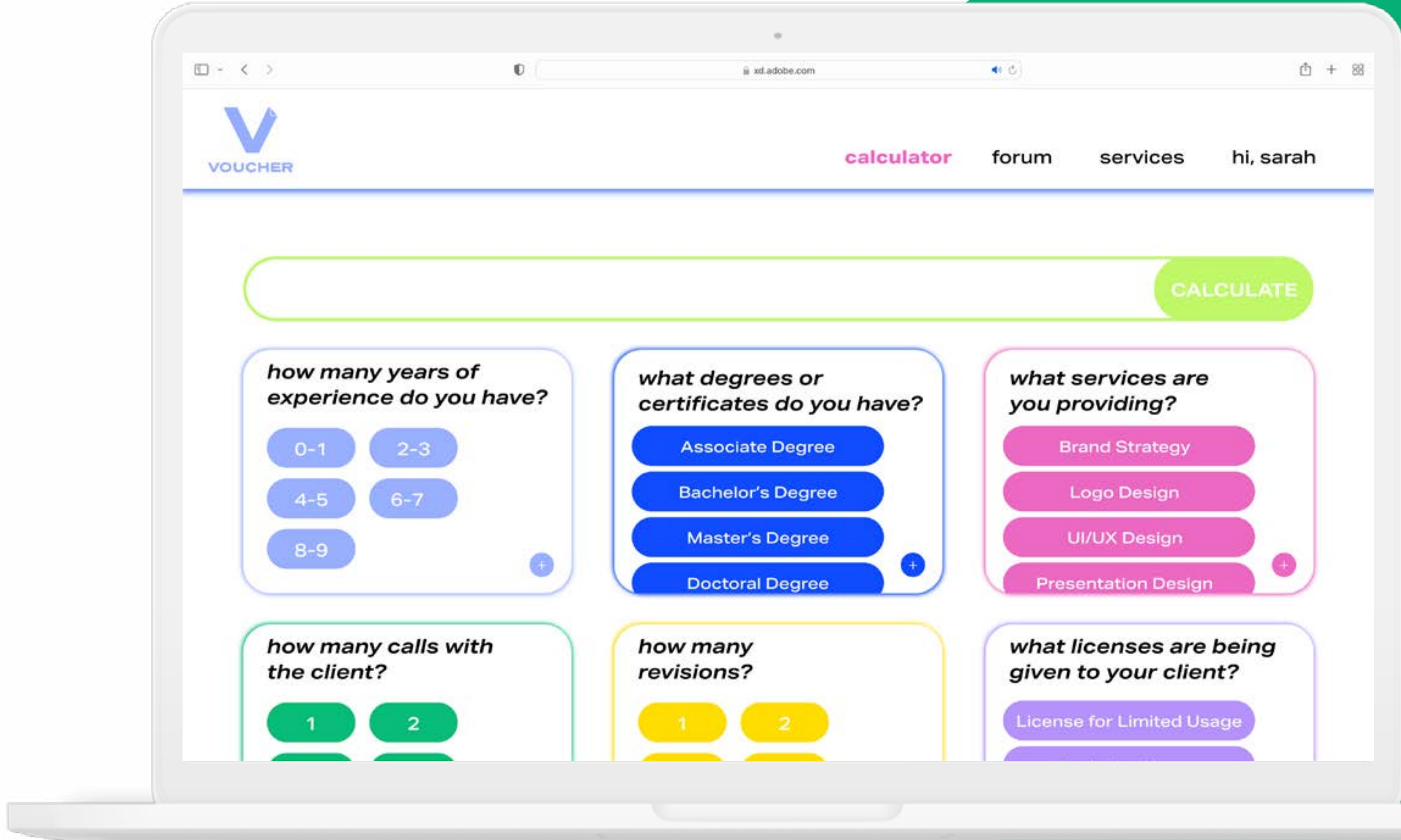
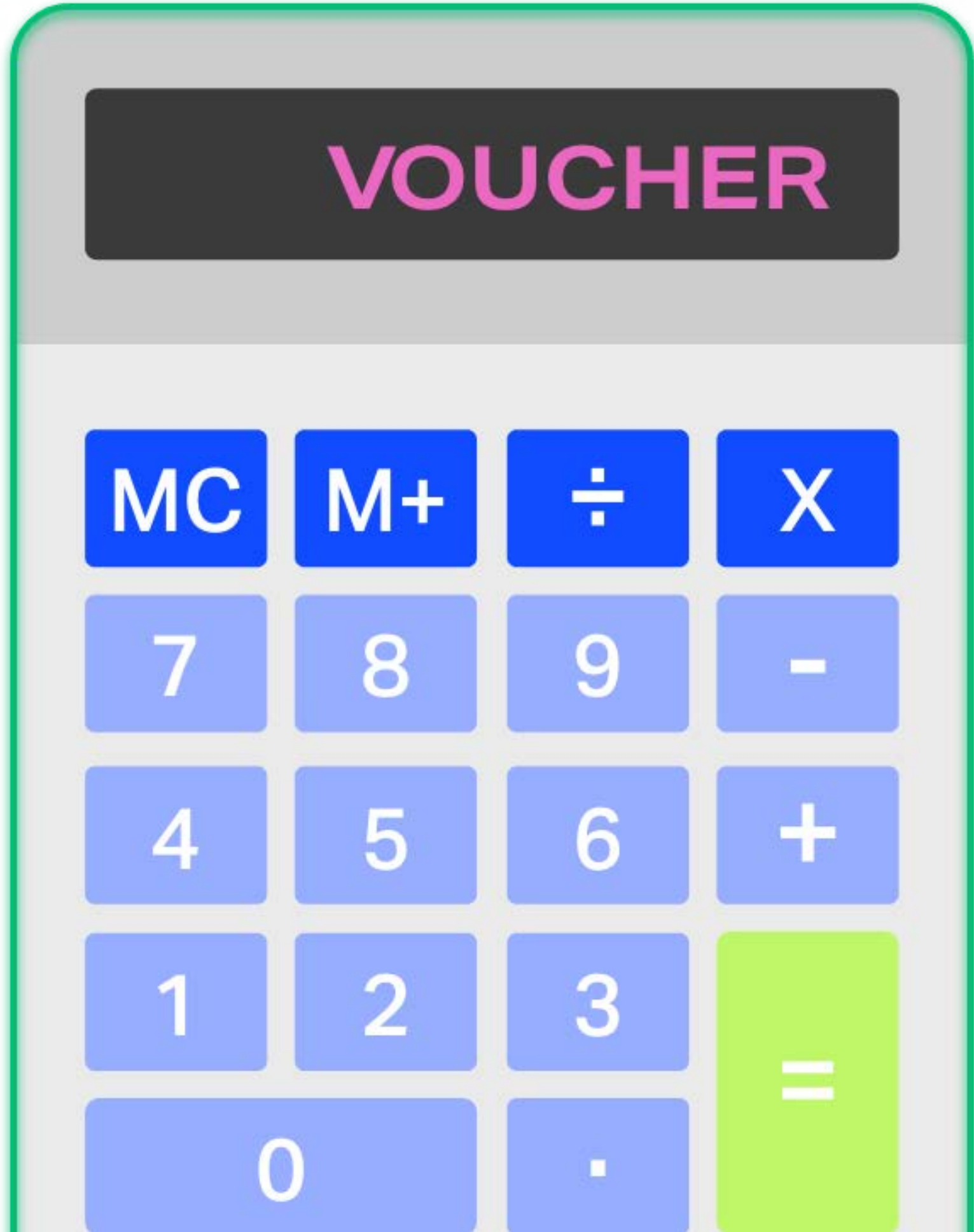
VOUCHER

# meet sarah

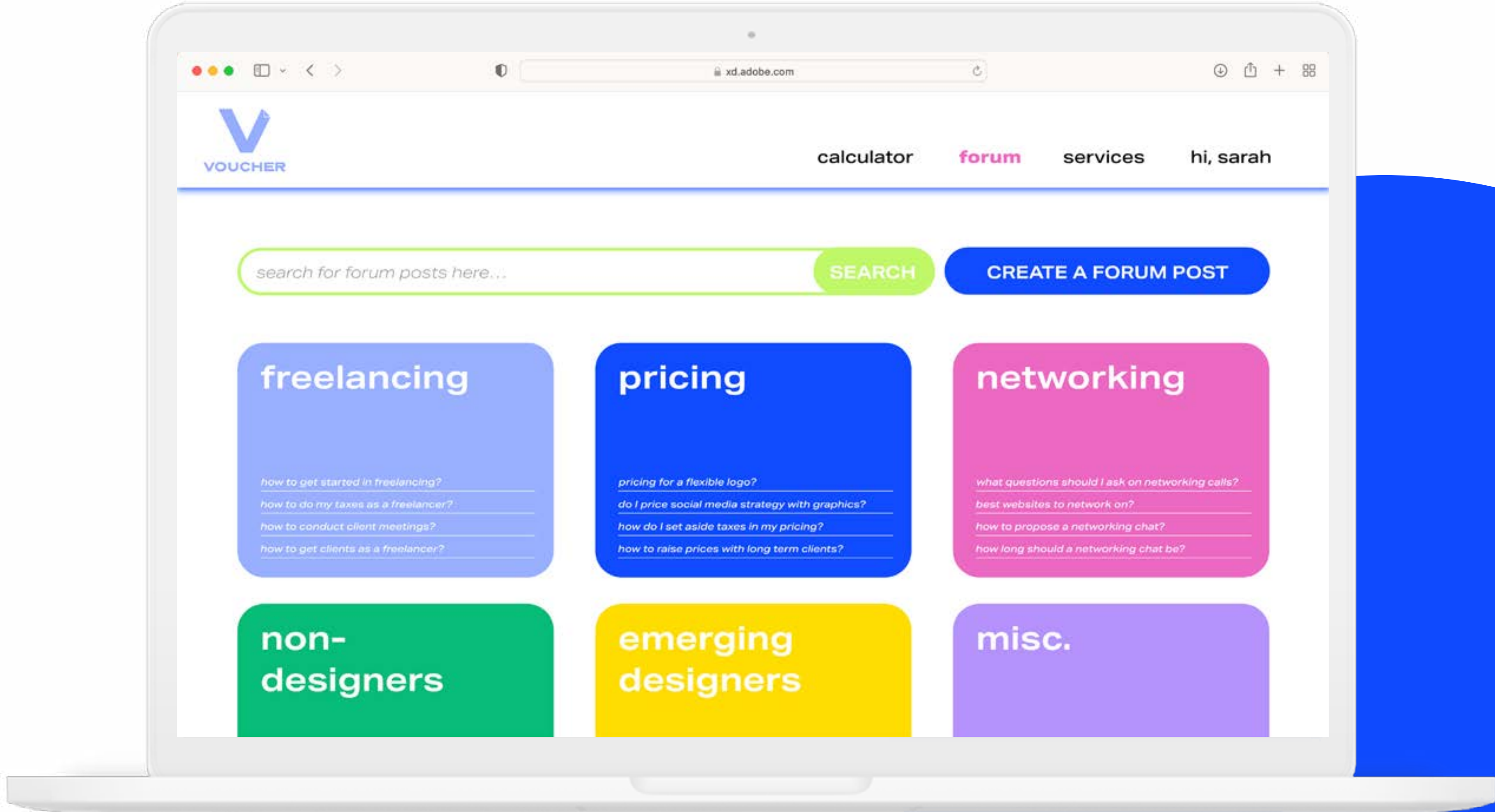




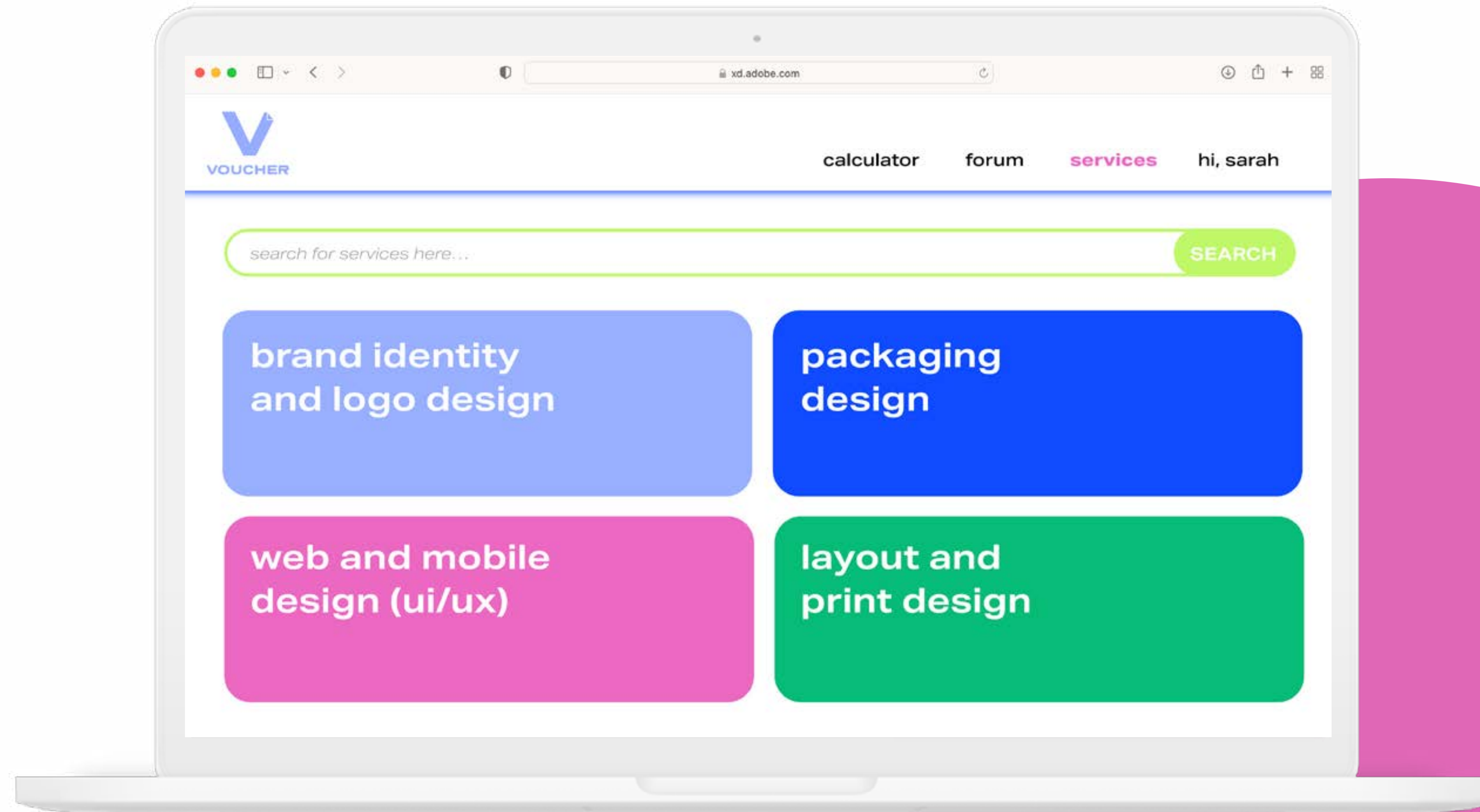
# the calculator



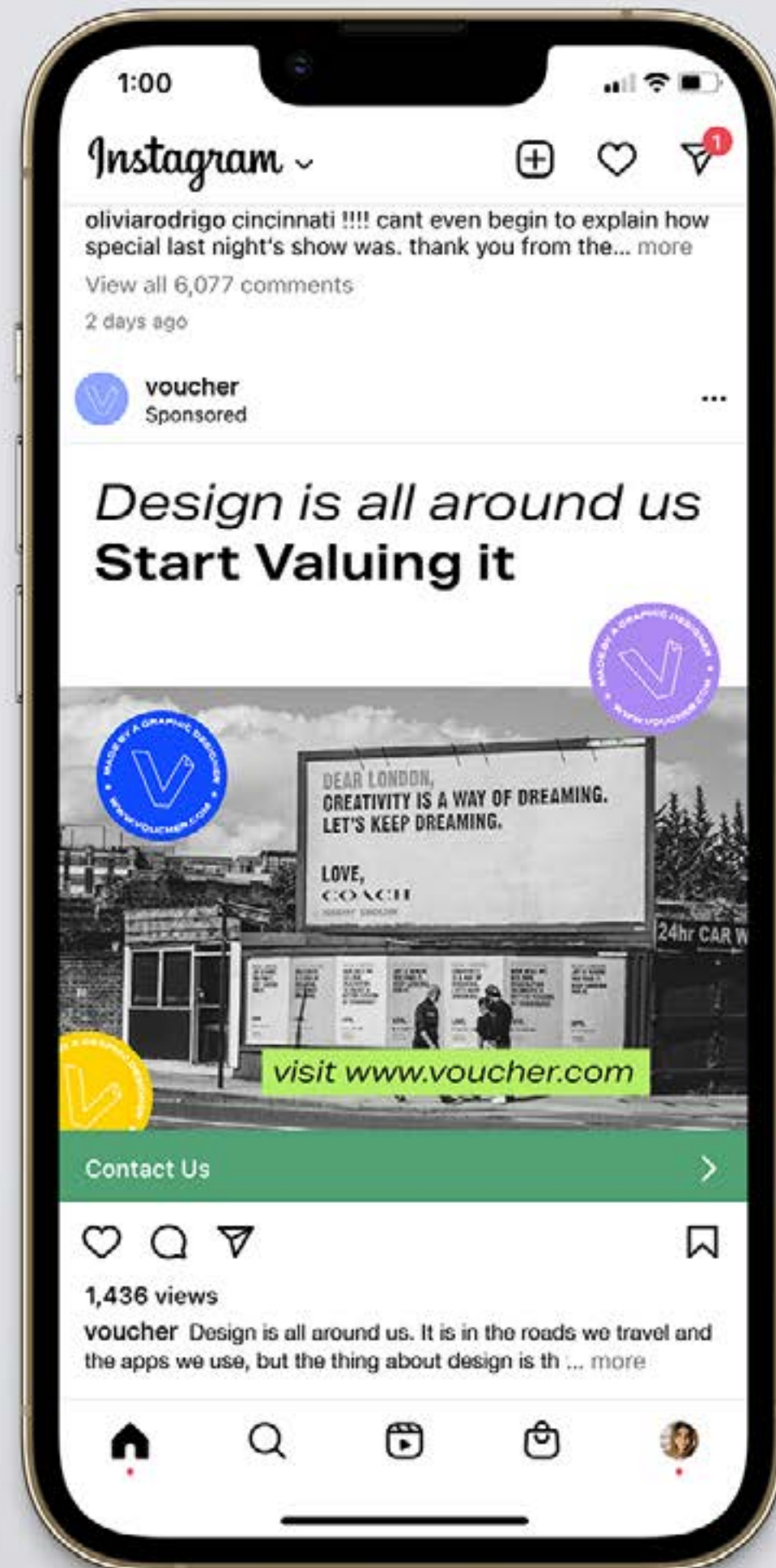
# the forum



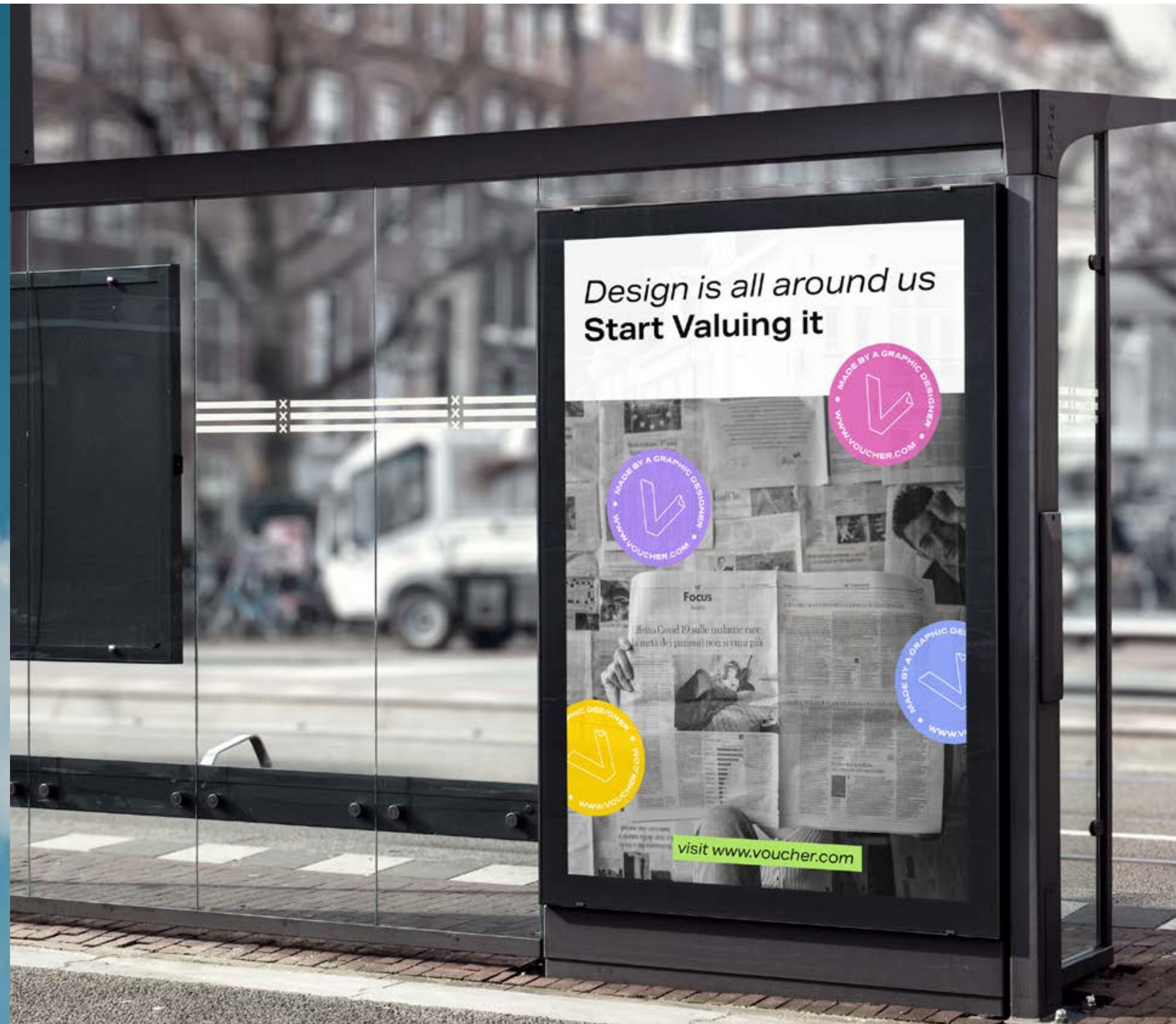
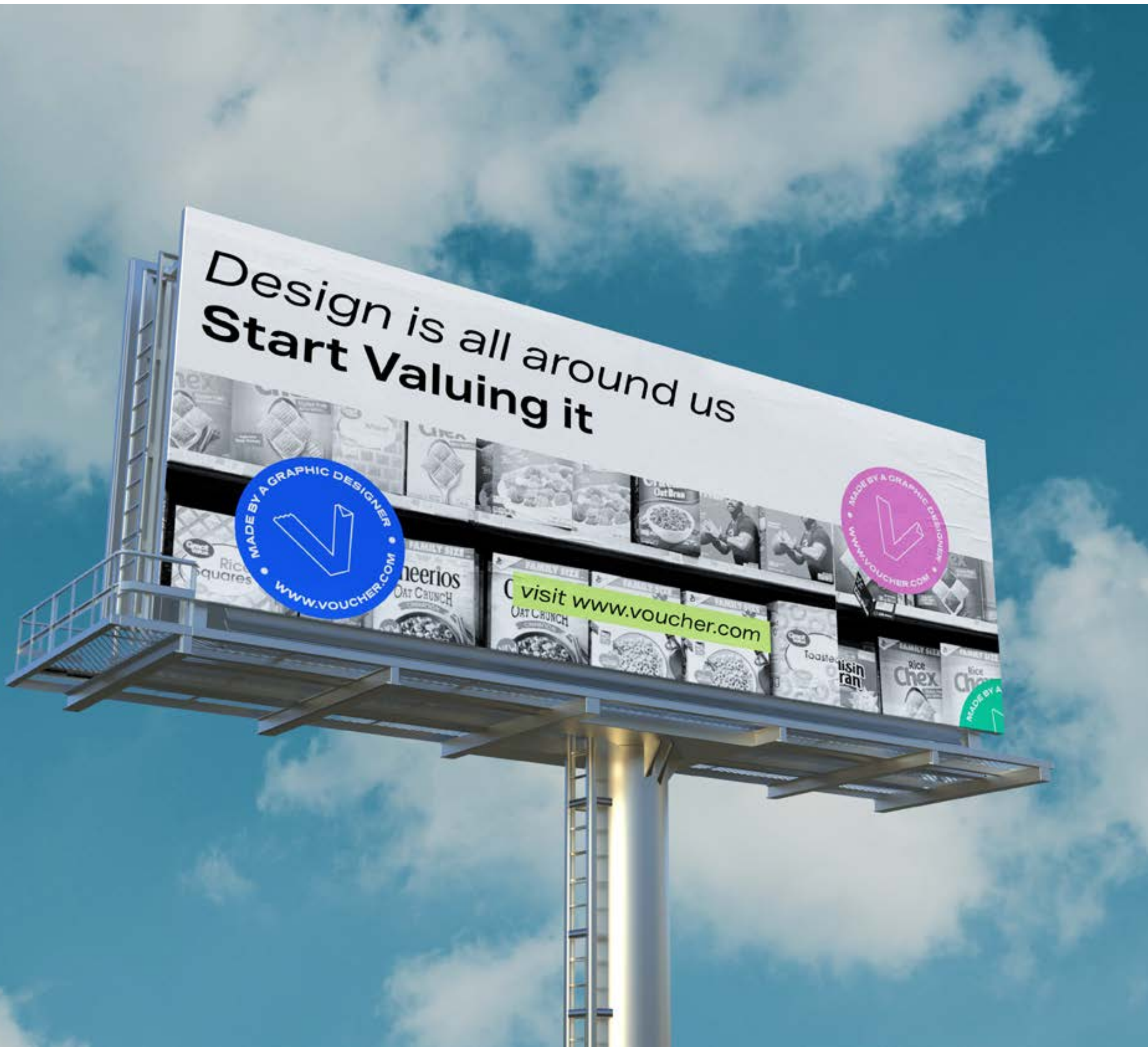
# the services



# marketing campaign



# marketing campaign



# client testimonials

*"Before using voucher, I was unsure how to go about pricing for hiring designers, since that is **not my area of expertise**. This unique tool has provided essential transparency regarding this, and I now am able to fully understand how to properly compensate a designer for their work. The calculator feature in particular gives a very useful breakdown of **why certain services are prices in certain ways.**"*

*-Sabrina Boral  
Technical Sales, Bloomberg*

*"As a freelancer myself, a website like Voucher would really help **streamline my client relationship process**, especially when it comes to pricing. The calculator ensures my client is getting the services they need, and **I am paid a fair rate!**"*

*-Erin Wagner  
Interaction Designer*

*"Wow! I think this is so cool! I would definitely **make it more customizable to each individual** and not make it required for the designer to fill out each category, because different designers charge based on different requirements"*

*-Kenzi Green  
Web and Brand Designer*



