

# FINDING A GRAPHIC DESIGNER FOR CUSTOM POSTCARD DESIGNS

You want to start a postcard campaign, but need to create a polished, professional-looking postcard. Don't have a designer on your staff or in your network? No problem!

There are many websites available that can connect you to graphic designers in your area or across the world. We recommend [Upwork.com](https://www.upwork.com) for its simplicity and ease of use.

## GETTING FAMILIAR WITH UPWORK

Upwork has many perks, including the bevy of resources on their Help Center page. Take advantage of guides, instructional videos, and community forums to develop a high-quality job posting that will help you to attract high-quality candidates.

Check out freelancer profiles to get an idea of the talent pool available to you. Filter the candidates by location, skill set, rates, and other criteria. You'll be able to see if their past projects include postcards. It is important to make sure they have experience in Adobe Creative Suite and print design skills.

When you sign up for the free service and log in, you'll be able to search their database of freelancers and create a job posting right away.

## POSTING A JOB ON UPWORK

After logging in, go to **Find Freelancers** to begin familiarizing yourself with the layout. Just make sure you select the "Design & Creative" category!

When you're ready to **post a job**, the process is fairly straightforward.

1. Select "graphic design" as your project type.
2. Give your project a name and description. It's a one-time project (for now) and the work will be used in print.
3. Select "I have specifications" letting them know that you will be providing the Designer with **design specifications** available on our website.
4. You choose to pay by the hour or pay a fixed price. *Keep in mind that the more revisions you request the more you will pay for the design.*

Answer a few more questions to complete the job posting and voilà, you're on your way to finding a graphic designer!

## HIRING AND COMMUNICATING WITH FREELANCERS

You'll receive proposals from designers interested in your job, and it's up to you to make the hiring decision. Once you've chosen the perfect match for your needs, simply click "Hire." Upwork's secure platform is ideal for keeping in touch and sharing project files.

Here's what your designer needs to begin working on your postcard: *(All these items can be downloaded from our [Resource Page - Postcard Hub](#))*

- Moving Leads' **specifications for print** 4x6 or 6x11
- Moving Leads' InDesign **postcard template** for 4x6 or 6x11
- A **mock-up** of your idea for a postcard. This mock-up can be as simple as a pencil drawing (uploaded via photograph or scanner). Please make sure to review our [Tips](#) on what should be included in your design so you do not forget any of the important elements.
- **Your company website** so the designer has a better understanding of your brand. *(It's also helpful if you aren't sure what you want!)*
- Your high resolution **images, logos, branded fonts & colors.**

By providing your designer with all this, you will cut down on revisions and get your finalized postcard to us more quickly.

## PAYING FOR THE FINISHED PRODUCT

Another aspect of Upwork that earns our recommendation is their **Payment Protection plan**. Upwork puts client funds into a reserve, releasing the funds to your designer only when you're 100% satisfied. You won't even need to worry about invoices or tax forms - Upwork takes care of those for you.

## SUBMITTING FINAL ARTWORK

All you need to do is email the PDF final postcard to us at [customer.service@fmadata.com](mailto:customer.service@fmadata.com). *Please make sure that the designer has sent a file that meets the specification requirements.*

- All files should be a PDF (see *printer specifications sheets for PDF export settings*).
- Final Size should be 4.2 x 6.2" or 6.2 x 11.2"
- All text should be outlined or attach a font folder.
- Do not include crop/printer marks.

If all the specifications are met, then we'll print your custom design and mail them out for you. Please let us know if there are any questions about postcard designs by emailing [customer.service@fmadata.com](mailto:customer.service@fmadata.com). Thank you!