

## How to STAY friends with a graphic designer

It happens to doctors at parties all the time. “Oh, you’re a doctor? I’ve been having this tingling sensation in my left hand. What is that?” And we’ve all had it happen to us: That awkward moment when a good friend of ours suddenly crosses the line and asks us to “just throw something together” for them. It is a moment that shows they don’t understand what we do.

HERE ARE 10 EXAMPLES OF  
WHAT YOUR FRIENDS SHOULD NOT  
ASK OF YOU:

*(all of these are real)*

### NUMBER 1

Can you just make my resumé look better? And can you do it in Word? And I need it tomorrow.

### NUMBER 2

My buddy is helping to comanage a Jujitsu fighter. How much would it cost to put together a promotional PDF for him? We can’t spend a lot, it just needs text and photos and graphics and, you know, a layout.

### NUMBER 3

I need to make a flyer. Can you teach me InDesign or Quark really quickly? It’s not a big deal, and I don’t want to ask you to do it, so can you just show me the program?

### NUMBER 4

You’re a designer, can you make me a fake ID?

### NUMBER 5

Hey, I need a logo for my website, can you just give me an old logo you did that never got used, and I’ll just put my new name under it?

### NUMBER 6

Can you screw around with these logos to make a T-shirt? I need an electronic version to send to the printer. I just don’t want to deal with it. It just needs to look like a T-shirt. Can you help me out?

### NUMBER 7

I love your poster, and I would like to have the file for free so I can stencil it on my wall. Can you send it?

### NUMBER 8

Can I borrow 50 bucks?

### NUMBER 9

Hey, I need a logo. Do you think you can you design one for me? I don’t have a name yet. You know, I need it just in case. All I need is a shape. No big deal. Just a cool logo that would go well with anything.

### NUMBER 10

This is a really small project. My company is merging with another company, and we need to combine the two identities. I don’t want to spend a lot of money. It’s really no big deal. You could even just have someone who works for you do it.