Highlighting the Importance of Writing for a Designer

How to launch and run a thriving design business has nothing to do with righting, write? Wrong! These days brand identity designers, logo designers, game designers, graphic designers, and even flash designers need to be able to spot the spelling mistake in the first sentence of this article. Designers can no longer be the master of their own dream world, where they choose and decide when, where and how they interact with the design project. It is highly crucial today more than ever that corporate design solutions align with client objectives from the largest corporation to the smallest enterprise. To become a successful designer, you must be able to cope with writing skills.

Why Writing is Important for Designers

Writing has its own worth regardless of the profession. From a technician to a designer, everyone needs writing abilities in order to communicate in a better way. However, for designers, it is far more important than just to communicate. Mentioned below are some of the reasons that elaborate on the importance of writing for a designer.

1. Writing Helps You Describe Your Design

“If you can’t explain it simply, you don’t understand it well enough.”

Albert Einstein

Very often, designers are required to explain the perspective and intentions of their design. Failing in the practice can

lead to an ultimate thought that designs are not intuitive. Excellent writing skills enable you to think as a writer rather than a designer, which could help you finding the lacks in design if any. Writers usually do not hesitate to point out when the designs do not make sense as it could lead to a wrong description of a particular design. Searching for the mistakes in your own plan will allow you to manage an improved outcome.

Simply, it can be said that writing skills for a designer not only help him with literature but also helps improve as a designer.

2. Content First Designs are Trending

Gloria Tillison – A front-end developer at Crowd Writer illustrates during a seminar,

“Designers need to realize that the market is competitive, and every single person is focusing towards SEO with their designs and contents.”

She further said: *“Content-First strategy is adopting widely in the world and we as a designer needs to cope with it as early as possible.”*

Words are powerful and essential in any content of the website which cannot be ignored at any cause. As Biz Sanford from Shopify content team explains,

“Words are essential for helping users accomplish their tasks, and by thinking about them while you sketch, you’ll uncover problems early and be able to move faster later.”

Consider this page, by designer Justin Jackson, puts on the importance of words in a webpage.

3. Writing a Better Title, Body & Meta Tag Improves SEO

A designer is always focused on the SEO of any site he is designing for. In this regards, different tags have their own role and importance. Every tag has some particular requirements as well e.g.

- A good Title tag is below 60 characters and includes a keyword or synonym.
- Similarly, Meta tag lies in 150 to 160 characters and of course with a focused keyword.

Sometimes clients provide you with these tags; otherwise, a designer himself put the efforts. Designers with writing abilities will not find it difficult to manage these tags.

Despite the fact, the body content is always provided by the customers. However, usually, they are unaware of SEO. Good designers take care of SEO by modifying the given content with little changes.

They might need to add some transition words, convert passive sentences to active, shorten the sentences' length and add focused keywords for better SEO and readability of the page. All of such work requires a good understanding of literature and excellent writing skills.

4. Sharing Your Ideas Help the Design Community

Many designers resist to share their work and have a feeling that someone may steal their idea or come up with a similar one. But they need to understand that what they have been creating is not coming all alone from their mind. There must be some inspiration and motivation from other works and designs.

Writing about your work, therefore, can be beneficial for you and others as well. It serves as the best tool to share your work and ideas which can help other designer feel inspired with and understand your design or your prototyping process.

5. Build an Audience & Start Business

With regards to looking for some kind of work, it can in some cases be hard to come up with new opportunities. Why not thinking about people coming to you rather than you approach them? All you need is to make it simpler for individuals to get an understanding of what you do and how you work. Writing allows you to do this efficiently through blogs, as it can enable you to build an online presence and become join communities to showcase your talent.

Once, you have developed your audience, it will be more convenient to launch your very own business. There are many businesses which were started just in a similar manner with writing blogs and building networks. They created their connections using their content, and people started recognizing them. So, this scenario is best for you to kick

start a business when you already have a market and people know where to go for designing.

6. Let You Communicate With The Client In A Better Way

With the world being so fast, effective communication has become a primary skill to understand your client and make them understand your points. Since the market is growing vast, more professional seeking work and more communication happen in writing.

Remember the time when a confusing email from your colleague or customer left you uncertain, what to do with this. Such a gap in communication slows the process of designing.

Quick Tips For Getting Started With Writing

Now, since you are familiar with the necessity of writing for you as a designer, why not try some resources that can improve your skills. There are numerous tools and software that can help you to find a writer within you or assist you in different regards.

Grammarly: It is the software having several characteristics. It supports you to improve your writing by correcting grammar issues. It’s premium features allow you to check for plagiarism if by chance your piece is duplicated. It also lets you check the work with human proofreaders.

AustralianMaster: This is a human proofreader and editor. It can help you check your written material for errors, may it be structural or grammatical. They will correct it for you and add value to your written piece.

Writing Ocean: One of the most enriched hubs with different

kind of composition marks. You will find here the best dictionary, easy to understand grammatical rules and a lot more.

Accurate Cite: When you will start writing, you will realize the importance of referencing. Accurate Cite can help you understand all these rules and regulations in a free flow manner. It also provides you with automated citation.

MHR Writer: They have professional and skillful authors who can assist you in any every type of composition. They will help you to make your cover letters and resume which can get you more work.

These tools will surely help you to develop a better scripting ability to benefit from the facts that I have described previously.

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