

DESIGN BRIEF

CLIENT OBJECTIVES

SPECIFICATIONS

SCHEDULE

BUDGET

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MARKET/AUDIENCE

PRODUCT

(Exhibition Poster)

SPECIFICATIONS

Based on budget and client needs

Quantity: 500

Size/format: 18"x24". Printed one side.

Colors: One to three spot (Pantone) colors, with screens

Bleeds: Can bleed all four sides.

Images: Graphic images — spot pantone colors
Photography/drawings — line art or greyscale
(all images must be original art — no clip art or stock photos)

Typography: Macintosh compatible fonts.

Paper: 80lb text. White. Coated one side. Weight chosen to fold easily and mail economically.

Folds: None as part of design. Some will be folded for mailing purposes.

Die cuts: None.

Mech. art: Adobe Illustrator-Macintosh file ready for high resolution (2400 dpi) output to film or plate.
Must include all fonts (or as outlines), placed images or scans. Scans must be of sufficient resolution to support scale of any used image at an lpi of 150.
All appropriate hard copy must accompany electronic file.
Printer/prepress service will be responsible for any trapping.

SCHEDULE

Establish date that product is needed, then work backwards to set design and production milestones to see if adequate time for design and production. If all seems OK, proceed. If not, negotiate.

April 26	Exhibition starts.
April 12	Hang posters (need approx. 2 weeks exposure prior to show opening).
April 12	Address and mail posters.
April 9	Delivery of printed poster from printer.
March 26	OK Printers proof.
March 19	Mechanical art, printing specifications, and hard copy reference to printer.
March 17	Finish mechanical art and final proof/preflight.
March 16	Revise as needed. Preliminary mechanical art/preflight.
March 15	Proof by Marketing-Communications department.
March 12	Select design.
March 4	Designs finished.
Feb. 9	Concept designs/comps.
Jan. 26	Begin designs.
Jan. 26	Input to designer.

BUDGET

Budget is approx. \$3000, out of which comes:

design	\$ 2650
printing	\$ 1100
distribution	\$ 150

A typical complete project budget might look something like this:

Input/client meeting		NC
Estimate/bid		NC
Work on spec	not recommended	
Research/concept design	12 hrs. @ \$75	\$ 900
Client review		NC
Final design	6 hrs. @ \$75	\$ 450
AAs	depending on arrangement	NC
PEs		NC
Production	2 hrs. @\$50	\$ 100
Materials/proofs:		\$ 100
		<u>\$ 1550</u>
File output/printing:	charged directly to client	+ \$ 1100
		<u>\$ 2650</u>
distribution (mailing)		<u>+\$ 150</u>
TOTAL		\$ 2800