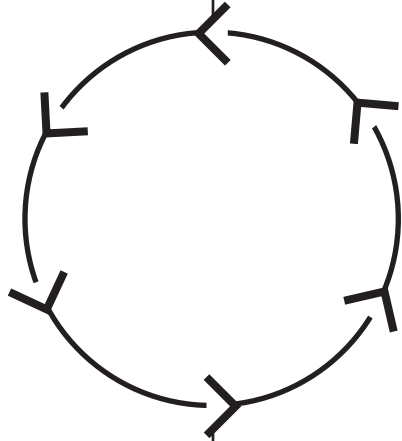
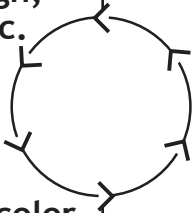


# DESIGN PROCESS

INPUT	SKETCHES IDEAS	COMPS	REVIEW APPROVAL	REVISIONS	FINAL APPROVAL
<p><b>Design Brief</b></p> <ul style="list-style-type: none"> <li>- project description</li> <li>- goals &amp; objectives</li> <li>- market considerations, research, audience</li> <li>- schedule</li> <li>- budget</li> <li>- content copy visuals</li> </ul> <p>are copy and visuals existing, or need to be created</p>		<p><b>Layout</b></p> <ul style="list-style-type: none"> <li>- typefaces</li> <li>- color scheme</li> <li>- graphic elements</li> <li>- visuals               <ul style="list-style-type: none"> <li>illustration</li> <li>graphic img</li> <li>photo</li> </ul> </li> </ul> <p>create, commission, or stock</p> <ul style="list-style-type: none"> <li>- description of how/ why design fullfills project goals and objectves</li> <li>- review content + - budget</li> <li>- output &amp; assemble “visual proposal” for client review</li> </ul>			<p>then on to production</p> <p>»»»</p>
<p>client account exec. creative director art director <b>designer</b></p> <p>production mgr. copywriter other</p>	<p>art director <b>designer</b></p>	<p>account exec. creative director art director <b>designer</b> design/prod assist. production mgr. illustrator, photographer staff/freelance</p>		<p>client account exec. creative dir. art director <b>designer</b></p>	<p><b>designer</b> design/prod assist.</p>
Assign Sheet	Your Process	Your Laserprint	Individual & Group Review	Individual Review	Completed Assignment

# PRODUCTION PROCESS

PRODUCTION	FINAL APPROVAL	PRE-FLIGHT RELEASE	PRE-PRESS	PRINT	FINISH
<p>Create balance of project+CK</p> <ul style="list-style-type: none"> <li>- additional pages, items, etc.</li> <li>- format               <ul style="list-style-type: none"> <li>size-orientation</li> <li>face pg., margin</li> <li>cols., gutters</li> </ul> </li> <li>- layout-grid               <ul style="list-style-type: none"> <li>placement of... artwork...photo</li> <li>rule width,txt bx</li> </ul> </li> <li>- typespecs               <ul style="list-style-type: none"> <li>face, size, leadng</li> <li>space after, indents, align, tracking, etc.</li> </ul> </li> <li>- graphics               <ul style="list-style-type: none"> <li>colors, etc.</li> </ul> </li> <li>- image               <ul style="list-style-type: none"> <li>rez, mode</li> <li>file format,color</li> <li>retouch, propor.</li> </ul> </li> </ul> 	<p>last chance to catch errors,</p> <p>spell check</p> <p>make changes without significant cost \$\$\$</p>	<p>Laser Seps +2x CK</p> <ul style="list-style-type: none"> <li>- format</li> <li>- layout-grid               <ul style="list-style-type: none"> <li>placement of...</li> </ul> </li> <li>- typespecs</li> <li>- graphics               <ul style="list-style-type: none"> <li>colors, etc.</li> </ul> </li> <li>- image               <ul style="list-style-type: none"> <li>rez, mode</li> <li>file format</li> <li>retouch, color</li> </ul> </li> <li>- file version</li> </ul> <p>VERY LAST CHANCE \$\$\$</p> <ul style="list-style-type: none"> <li>- RELEASE to printer               <ul style="list-style-type: none"> <li>file</li> <li>hard copy ref.</li> <li>fonts + images</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- pagination</li> <li>- auto image replacement ("stripping")</li> <li>- trapping</li> <li>- output               <ul style="list-style-type: none"> <li>negative plates</li> <li>seps</li> </ul> </li> <li>- proof               <ul style="list-style-type: none"> <li>digital</li> <li>contact</li> <li>press</li> </ul> </li> </ul> <p>ERRORs \$\$\$\$</p> <p>CHANGEs</p>	<p>on press</p> <ul style="list-style-type: none"> <li>- proof               <ul style="list-style-type: none"> <li>on press</li> <li>for color accuracy</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- trim</li> <li>- fold</li> <li>- bind</li> </ul>
<p>designer</p> <p>design/prod assist.</p>	<p>art director</p> <p>designer</p>	<p>designer</p> <p>design/prod assist.</p> <p>production mgr.</p>	<p>pre-press</p> <p>tech</p>	<p>account exec.</p> <p>creative dir.</p> <p>art director</p> <p>designer</p> <p>design/prod assist.</p> <p>printer</p>	<p>printer</p>
Your Process	Your Process	Your Laserprint Sets	-----	-----	-----

# TYPICAL JOB TRACKING

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## JOB JACKET

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project title

client name and contact info

account exc.

vendor info

project objectives

see how this related to  
project assignment sheets.

project budget

project schedule

- milestones

- due date

specifications

file names, locations, archive info

time card

time allocation

expenses tracking and \$\$\$ allocation

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