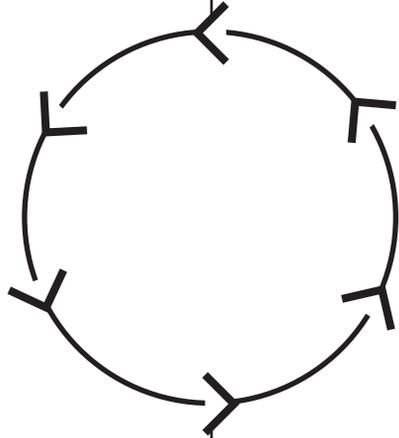
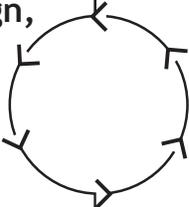


DESIGN PROCESS

INPUT	SKETCHES IDEAS	COMPS	REVIEW APPROVAL	REVISIONS	FINAL APPROVAL
<p>Design Brief</p> <ul style="list-style-type: none"> - project description - goals & objectives - market considerations, research, audience - schedule - budget - content copy visuals <p>are copy and visuals existing, or need to be created ?</p>		<p>Layout</p> <ul style="list-style-type: none"> - typefaces - color scheme - visuals illustration graphics photo create, commission, or stock - description of how/ why design fulfills project goals and objectives - review content budget - output & assemble “visual proposal” for client review 			<p>then on to production</p> <p>»»»</p>
<p>client account exec. creative director art director designer</p> <p>production mgr. copywriter other</p>	<p>art director designer</p>	<p>account exec. creative director art director designer production mgr. illustrator, photographer</p> <p>staff/freelance</p>	<p>client account exec. creative dir. art director designer</p>	<p>designer design/prod assist.</p>	<p>client account exec. creative dir. art director designer design/prod assist. production mgr.</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"> - additional pages, items, etc. - format <ul style="list-style-type: none"> size-orientation margins - layout-grid cols., gutters placement of... artwork...photo rule width,txt bx - typespecs <ul style="list-style-type: none"> face, size, leadng space after, indents, align, - style sheets - mstr pgs - graphics-color - image <ul style="list-style-type: none"> rez, mode file format,color retouch, propor. 	<p>last chance to catch errors,</p> <p>make changes without significant cost \$\$\$</p>	<p>Laser Seps +2x CK Do Preflight check</p> <ul style="list-style-type: none"> - graphics colors, etc. - image rez, mode file format color <p>VERY LAST CHANCE \$\$\$</p> <ul style="list-style-type: none"> - RELEASE file to printer <p>hard-copy ref. file version fonts + images</p>	<ul style="list-style-type: none"> - pagination - auto image replacement ("stripping") - trapping - output seps negative plates - proof digital press <p>ERRORs \$\$\$\$ CHANGEs</p>	<p>on press</p> <ul style="list-style-type: none"> - proof for color accuracy 	<ul style="list-style-type: none"> - trim - fold - bind
<p>designer design/prod assist.</p>	<p>art director designer</p>	<p>designer design/prod assist. production mgr.</p>	<p>pre-press tech</p>	<p>account exec. creative dir. art director designer design/prod assist.</p> <p>printer</p>	<p>printer</p>
<p>Studio Process</p>	<p>Studio Process</p>	<p>Studio Process</p>	<p>-----</p>	<p>-----</p>	<p>-----</p>

TYPICAL JOB TRACKING

project title
client name and contact info
account exc.
vendor info

project schedule
- milestones
- due date

project objectives
project budget
project specifications

file names, locations, archive info

time allocation/tracking
expenses \$\$\$ tracking
