



Schedules & Workflow

Schedules

We urge you to plan ahead as much as possible. We'll work with you to develop a realistic production schedule that includes realistic turn around times for your staff and for us. We make every effort to meet your deadline or help you with an unexpected need, but we can't always squeeze you in at the last minute. We realize, of course, that life is life, and we all need to make adjustments at times.

One of the things we've found very helpful is meeting with clients at the beginning of budgeting, when the organization trying to put together what will be needed in the coming year. Working with our clients at this critical point means we can not only give them a idea of costs for their budget building, but we can have a preliminary schedule that makes everyone's work load a little more sane.

Workflow

This is the kind of jargon we try to avoid, but in this case it aptly describes the processes we follow (or try to follow). Below we've summarized two kinds of workflows, one for **print** and one for **websites**. Within each category we have a PDF on the website on the "How" page that you can download that gives more details.

Print

- **First Draft Layout:** Once we have final copy (see our "Handling Copy" sheet), we'll give you an initial design layout to discuss and modify.

- **Final Layout & Proofreading:** At the final layout stage, you'll proof the copy for any typographical errors. Any major changes in copy at this stage will be charged for.

- **Final Pre-Press Proof:** This is the final document **before** it goes to the printer. This is the time for careful proofreading.

- **Printer's Proof:** Just before a piece is to be printed, the printer will send us a proof that you'll see and sign off on. If corrections are made at this stage, the printer will charge an "author's alterations" fee. So the proofreading at the above pre-press stage is critical.

- **Print Supervision:** For large, complex projects we oversee the printing, which includes a press check to make sure the color is correct and the images are rendered correctly.

Web

- **Site Planning:** We identify key words, audience, content strategy (blogs, email campaigns, Facebook, etc.), and architecture.

- **Content Creation:** Draft copy is written and graphic elements explored.

- **Visual Design:** Decide on final elements and work out any coding issues.

- **Review & Revisions:** Team meets to assess content, design, and technical specifications

- **Testing & Launch:** The site is tested and, if required, staff is trained. The site is launched.