

Print Projects: A Workflow that Works!

The following is a brief outline of our workflow process. Although nothing is set in concrete, if we follow this workflow plan, you will get a better product and all of our lives will be much happier!

SCHEDULING - QUEUING UP.

If there is a specific date that you need a piece, we'll work with you on a schedule. This should include time frames for going back and forth with copy, layouts, and review. Crucial here is to identify ALL of the people who will be involved in reviewing, commenting, and signing off on copy and design. The unfortunate thing about schedules is that they have to be kept in order to work. So we suggest being realistic about your time.

CONCEPT - GETTING FROM FUZZY TO HI-RES.

Developing an over arching idea or concept is important because it will clarify and guide the written content and the design. It takes into consider your audience and your purpose. Good communication doesn't happen by accident.

WORDS, IMAGES AND DESIGN - ONE FOR ALL, AND ALL FOR ONE!

Working from a final draft that everyone has signed off on (see review below) means the design work goes faster and the results are better. Thinking and talking about images (realizing of course they may change) is also helpful and will move the production forward faster. Once we have final copy it will be copyedited and sent back to you for approval. In this stage, we will also be showing you rough layouts. If it is a long document, this could be a couple of page spreads.

GOING INTO PRODUCTION! - THE TRAIN IS LEAVING THE STATION.

This is where the words and design come together and take shape. There may be some tweaks to the text or a photograph/image may be swapped out, but wholesale change should not be made at this stage. We'll present draft layouts and work with you to refine the piece.

A final pre-press laser proof will be proofread.

SIGNING OFF - GOODNIGHT, AND GOOD LUCK.

This is the moment when a final decision is made to go to press.



Key touchpoints:

- Specific date needed?
- Schedule in review
- Who needs to be involved?
- Vacations?

Key touchpoints:

- Identify audience.
- Purpose of piece?
- How distributed?
- Other companion pieces?

Key touchpoints:

- Develop draft copy.
- ALL interested parties weigh in.
- Identify images to tell the story.
- Begin draft layout.

Key touchpoints:

- Final copy edited and proofread.
- Tweak and finalize draft layout.
- Begin final production.
- Confirm printing specs and distribution.

Key touchpoints:

- Last chance to proof, review.
- Send to press.
- Develop electronic version using final copy.
- Finalize mailing lists.
- Celebrate/launch!