

# OUR PROFESSIONAL STANDARDS: THE DESIGN TO PRINT APPROVAL PROCESS

The Design to Print Approval Process is a step-by-step guide that we follow for all print based projects that we take on. Our reputation as a first class design company is paramount to our success and the accuracy and quality of our work is reflected in our reputation. Our step-by-step process provides a framework for us to operate within and create design work that is signed off by the client before sending to print.

## Stage One: Receive Material From Client

- Receive material from client (i.e. text, imagery, logos, contact details, etc.)
- The material should be accurate, date initialled and pre-approved by the client.

### *The client should pay careful attention to the accuracy of:*

- Addresses, phone numbers, email addresses, web addresses, social media addresses, names and titles etc.
- Industry specific wording, phrasing, terminology
- Check for obvious grammatical errors, spelling mistakes and overall flow of the language used
- (a proof reading service can be provided if required at an additional cost)
- Provision of high resolution logos and imagery
- Ensure supplied files are the pre-approved most up to date versions

## Stage Two: Creation of the Job

Following design, a high resolution PDF will be generated for an internal visual check (IVC). We will look for:

### *Typography & Imagery Elements*

- Use of correct fonts and consistency
- Accuracy of font sizing and spacing
- Alignment, formatting and spacing of text
- Check the resolution and sizes of logos and imagery

### *Colour Elements*

- Colour of visuals and typography
- Colour accuracy and awareness that different print processes may change how colours appear

### *Print Elements*

- Page numbers and order are correct
- The dimensions are correct
- (If needed) the fold marks are correct
- (If needed) the bleed dimensions are correct
- (If needed) the bleed marks are included
- Define bleed and crop marks
- Imposition (consider layout of pages in order print efficiently)

## Stage Three: Prepress & Print Sign-Off

- Produce a prepress proof in appropriate format
- This proof should be approved and signed off by the client
- The work will then go to print
- After sign off, no further amends can be made

### **Notes**

- All relevant correspondence / amends / sign off relating to a job will be kept on file for 12 months
- A prepress proof in PDF format will be provided for the majority of projects.

### *Large scale jobs:*

- Wet proof supplied by the printer, signed off by the client, designer and Senior Creative / Manager

### *Small scale jobs:*

- High resolution PDF printed in-house, signed off by the client and designer

## Change in Project Scope (CVP)

There is a standard rate of £60 +VAT per hour for any work carried out that represents a fundamental change in Project Scope. CVP is defined by client requests representing a fundamental change to the work that was originally briefed. Please note, that this will only be billed should we need to and no work representing a CVP will be carried out until we have discussed, defined and agreed with client at the point where any request is made.

# Design to Print Approval Checklist

## STAGE 1

Design Pit receives content from client

### Copy:

**Supplied by client in an appropriate format**

- We will assume the copy supplied by the client is appropriate to use, accurate and error free.
  - We will contact client about any queries relating to copy supplied before proceeding with the job.
- Please see: Design to Print Approval Process Stage 1 for further details on making sure the copy supplied to Design Pit is accurate.

### Imagery:

**Supplied by client in an appropriate format**

- Images supplied by client that are of high enough resolution to use for print: 300dpi for most print jobs.
  - Logo(s) supplied by client in an appropriate format for print e.g. eps high res jpg or pdf.
  - We will contact client about any queries before proceeding with the job.
- Please see: Design to Print Approval Process Stage 1 for further details.

## STAGE 2

Creation of the Job (Design & Artwork)

### First stage proof supplied by Design Pit to client:

Client to check the proof, supply feedback and amendment list via email for Design Pit to amend and send back for a second client check.

### Additional proofing stages:

A project can take several stages of amendments depending on the scale and complexity, but usually no more than 3 amend sets are required. Occasionally there is Change in Project Scope (CPS) encountered during the process of a project. This is defined by client requests representing a fundamental change to the work that was originally briefed. CPS will be recognised, agreed with client and any additional fees will be quoted for separately.

### Internal Visual Check:

Before sending out a proof, Design Pit will do an Internal Visual Check (IVC) of all the visual elements, including:

Typography

Spacing & Alignment

Imagery

Colour

Print set up

### Spelling, Grammar & Punctuation:

We will complete a spell check of the job before sending a proof to client. However, spell check is often unreliable and will not pick up all errors. It is vitally important that the copy and content is checked by the client thoroughly before they give final sign off on artwork.

Please see: Design to Print Approval Process Stage 2 for further details.

## STAGE 3

Final Proof & Sign Off

Design Pit to send final proof to client as close to final resolution/set up as possible via email.

Client to check the final proof, before providing final sign off via email to Design Pit.

### Important things to consider:

- We recommend that the client print off and check final artwork with a colleague for fresh eyes on the proof.
- If appropriate and relevant, factor in a wet proof or hard copy digital proof.
- Wet proofs or hard copy digital proofs will be quoted separately upon request.

**After sign off by client no further amendments can be made to artwork**