



The stages involved in a typical project

Graphic design is a problem-solving process, requiring an understanding of the client's product or service and goals, their competitors and the target audience which is then translated into a visual solution. This overview explains the stages involved in a typical project.

1	2	3	4	5
<p>Briefing</p> <p>Initial discussion</p> <ul style="list-style-type: none"> Together we discuss your project objectives, timing and budget in broad outline. We research background material in preparation for the briefing meeting: this research helps us to focus on the key issues, i.e. competitors, other products/services, etc. <p>Briefing meeting</p> <ul style="list-style-type: none"> Together we meet to discuss the brief in detail and clarify any issues, i.e. budget, timetable, corporate identity guidelines, etc. 	<p>Proposal</p> <p>Prepare project outline</p> <ul style="list-style-type: none"> We prepare a written proposal detailing: <ul style="list-style-type: none"> what we feel is required in the communication/ design/production objectives. our estimate of design, artwork and production fees, plus material expenses. the timetable from approval of our proposal to delivery to you. our Terms and Conditions of engagement, including copyright assignment. <p>This stage may also include procuring subcontractor quotes, e.g. photography, copywriting, illustration, printing, web development, etc.</p> <p>Present proposal + estimates</p> <ul style="list-style-type: none"> You check the proposal and compare it to the brief to confirm that we have understood the project's purpose and strategy as well as the technical considerations. If our understanding of the project cannot be confirmed you should review the written proposal with us so that we can prepare a revised proposal. <p>Proposal + estimates approval</p> <ul style="list-style-type: none"> You accept our proposal/ estimates and forward a signed copy or an agreement for us to proceed. 	<p>Design</p> <p>Research + concept development</p> <ul style="list-style-type: none"> We review the brief and background material to ensure that the project context is understood and that the corporate requirements are met. <p>Design development</p> <ul style="list-style-type: none"> We research/brainstorm and develop designs from the creative concepts. Preliminary designs are reviewed and critiqued to select the most appropriate for further development or presentation. <p>Procure subcontractor quotes</p> <ul style="list-style-type: none"> Based on our concepts subcontractors are briefed to establish their involvement and potential costs. <p>Concept + design presentation</p> <ul style="list-style-type: none"> We prepare visuals as printouts or pdf files and the design rationale to present to you. Together we evaluate our presentation. <p>Design refinement</p> <ul style="list-style-type: none"> Your thoughts on the presentation are addressed by us – a modified proposal may be required. <p>Design proposals + Subcontractor quote approval</p> <ul style="list-style-type: none"> You accept our design proposals and the subcontractor quote(s), which may have been refined since the Briefing stage, and forward a signed copy or an agreement for us to proceed. 	<p>Artwork</p> <p>Commission subcontractors</p> <ul style="list-style-type: none"> We commission subcontractors as agreed at the Design stage on your behalf. <p>Artwork preparation</p> <ul style="list-style-type: none"> You provide any images, copy or graphic elements that have not already been provided by a commissioned subcontractor at the Design stage. Subcontractor's elements are incorporated. We prepare artwork files and printout proofs or pdf files for your approval. A comprehensive prepress and print/production specification is included to ensure that all our quality expectations are understood and maintained throughout the reproduction process. <p>Artwork proofs</p> <ul style="list-style-type: none"> We present the artwork as proofs in the form of printouts or pdf files to you. These may be preliminary in nature to enable you to check that every aspect is in order before the final artwork is completed. Client-requested changes (also known as 'author's corrections') may be required. <p>Artwork approval</p> <ul style="list-style-type: none"> You approve the final version of the artwork and forward a signed copy or an agreement for us to proceed. 	<p>Reproduction</p> <p>Artwork handover</p> <ul style="list-style-type: none"> We handover the artwork files, proofs and related materials to the printer or subcontractor with the specifications and an Order Form detailing the quantity, delivery date, delivery instructions and any delivery address labels that might be required. <p>Approval of prepress proofs</p> <ul style="list-style-type: none"> We and/or you check the prepress proofs supplied by the printer/ subcontractor. This is to verify the technical accuracy and colour of the expected result. Since this quality control step focuses on technical accuracy, it is usually ourselves who review these proofs. If you want to review them as well the proofs will be given to you after which you should forward a signed copy or an agreement for us to proceed. <p>Supervision of printing</p> <ul style="list-style-type: none"> Once the prepress proofs are approved, printing/ production begins as instructed by us. We (and possibly yourself) may check the printed results at the commencement of printing – this is known as 'press checking'. Here the print colours are compared to our original specifications and the printer's proofs. Any discrepancies between the desired result and the actual printing are corrected before the printing continues. <p>Delivery</p> <ul style="list-style-type: none"> The printer/subcontractor or ourselves organises delivery as per your instructions. Approximately 10 copies of the printed item (known as 'vouchers') are given to us for our records. The digital files are archived for safe storage by us and the work is invoiced.