

Five Tips to Get the BEST Results for Your Project EVERYTIME!

1 Finalize your content before starting design work. Consider asking your [*business partner / spouse / friend / trusted clients or customers*] to review your content.

In particular, make sure all grammatical and spelling mistakes are corrected. We'll fix them if we catch them, but we don't actively look for them.

2 Locate your logo files and other graphics you want us to use. High quality files give you the best professional results. For logo files, we like vector .eps files (you would get this from your designer). For other graphics or photos, we like high resolution .tiff or .jpg files.

3 Once you select a concept, stick to it. At least for this first draft.

Remember the goal is not perfection.

The goal is BEST results with what you have NOW. Marketing pieces like brochures, postcards, flyers, business cards, and even logos WILL change over time. If you wait until everything is perfect, you'll never get it done.

4 Decide who will be the primary contact responsible for communicating feedback to the designer. When requesting changes, pull everything together in one email, as opposed to trickling in changes in multiple emails (harder to keep track of, and easy to miss). As an alternative, you can also print the item and note your changes directly on it. You can then scan and email it to us. Just make sure it is legible.

5 Make sure we know your need-by date. If you're using another printer, make sure you check with him regarding your need-by date. Your deadline may affect the printing process or cost of your project.

The Zine Design Process™ **The Life Cycle of Your Design Project**

Your design project includes three proofs - one initial proof, plus two rounds of revisions. 98% of projects are completed in two rounds of revisions or less. Projects that require more than two revisions are, sadly, just not well planned out. Sometimes the owner just changes his mind about the concept/direction of the project. Or some new information has come in that was previously unavailable. Don't worry; we're not going to impose cruel and unusual penalties on you for either of those. We want to make sure you get the best possible results for your project. But, we will give you some "tough love" when needed to make sure the project eventually crosses the finish line.

1 Initial Consultation. This is either by phone or by email. You can give us as much or as little information as you have. We will give you concept ideas based on our discussion, and collaboratively decide on one or more concepts to develop.

2 Quote. The quote we give you will depend on how many concepts we build out for you, as well as other factors. You will get a written quote.

3 Approval to Proceed. In order for us to proceed with your project, we require a deposit (either pay in full if less than \$300, or 50% of the project cost). Once your payment is received, your project is put on the design schedule, and we provide you with a date that you can expect to receive your first proof.

4 Design Work Begins. If you were in the area, you'd see smoke coming out of our windows as our creative minds work hard on your project.

5 Proof 1 Delivered. Upon receipt, you communicate any changes* to us, or provide approval.

6 Proof 2 Delivered (if changes are required from first proof). Upon receipt, you communicate any changes* to us, or provide approval.

7 Proof 3 Delivered (if changes are required from second proof). Upon receipt, you communicate any changes* to us, or provide approval.

8 Final Approval. If you require additional revisions, there may be a fee for additional design time devoted to your project.

9 Production. If we're printing your job, then we will provide options and quotes for printing and begin the print production process. If you are using another printer, we will provide you with high-resolution, print-ready files.

Our goal is to give you the best experience as well as the best product for your design and print projects. As long as everyone does their part in making sure everything is complete and correct, rest assured you will have a completed project that we will *all* be very proud of.

*Changes are limited to minor design or content changes. Changes to the initial concept that was agreed upon, or extensive content revisions (replacing whole sections of text) may incur additional fees.