

frogsdesign helpsheet 1

recommended workflow for small publications

1

In consultation with the designer:

- Decide on the format (eg. A4 booklet, A6 postcard, A2 poster, CD package) and the page-extent of the publication.
- Decide on a design style.
- Decide on the approximate print-run so that a suitable print-method is used.
- Request any images or graphics the designer needs to produce.
- Agree on the cost.

2

The client should:

1. Write the text in Word with the page format in mind so that the text will fit neatly onto the page.
2. Check the text for errors in spelling, grammar, double-spaces, consistency of capitalisation, headings and sub-headings etc.
3. Pass the text to a proof-reader/editor for final check and re-write as necessary. (We offer a proof-reading and copy-writing service if you need it).
4. Send error-free text to the designer.

3

The designer will:

1. Design and format the document, generate images and show first roughs to client (usually as a screen-quality pdf file)
2. Client reviews document and suggests changes (this can take several stages of to-ing and fro-ing).
3. After final changes are agreed, client receives penultimate proof.

If any text changes need to be made at this stage, they should be individually annotated by either:

- A new Word document with the changes clearly marked (eg by 'Track Changes' in Word).
 - Marking up a hard copy
 - 'Post-it' notes in Adobe Acrobat (you would need a full version of Acrobat to do this).
 - Clear instructions (eg 'page 2, column 1, para 3, line 4 insert comma after frog').
4. Designer will give client the final proof and client signs it off.
 5. Designer will send job in a suitable form to the printer.