

EDITORIAL DESIGN [Graphic Process System]

The Client Conversation

We'll reference any information you provide to us verbally or visually as we acquaint ourselves with your project. We'll want to know your goals and concerns. We'll discuss the tone and personality you want to achieve. We will collaborate with you to develop a customized description that will follow the project through the design process.

STEP 1

Copywriter

Review writing samples and tone to choose writer.

Design Research

We explore online visuals within your market segment.

Design Trends

We review current design trends. Then we develop unique solutions that will highlight your offer.

Photographer

Review photo samples. Choose photographer. Get samples to use for comping stage.

Design Option

Design | Fonts | Color | Paper.

Design Option

Design | Fonts | Color | Paper.

Design Option

Design | Fonts | Color | Paper.

STEP 2

Choose one Design!

Choose one of the design options for final development.

Proof and finalize copy for Step 5.

STEP 3

Proof and finalize photos for Step 5.

Printer

Review print samples and pricing. Choose printer for the project.

STEP 4

STEP 5

Final Content

Place final content into the chosen design template for final review.

Final Photos

Place final photos into the chosen design template for final review.

STEP 6

Final Design Proof | Revisions

Final design proof provided and client changes are made. Final design proof resubmitted to client.

STEP 7

FINAL DOCUMENT APPROVED and sent to CHOSEN PRINTER

FINAL DISTRIBUTION

Per client's plans.

Events

Mailing

Placed on
Tables/Racks

Personal
Meetings

Electronic
Communications

Websites