

## PRINT DESIGN PROCESS

I'm going to say it – Print is not dead. Nor will it be anytime soon. You can do so much with print, I always encourage my clients to do something that will stand out and make it memorable. The scope of a print project can vary greatly; from business cards to an oversized map with complicated folds and die cuts. It's a pretty simple process, really. If you have any questions, please feel free to call me anytime at 360-609-5759 or email me at: Patrick@pdhCreative.com.

My process is similar for the development of a logo, collateral material and web site design. Essentially, it comes down to: Discovery, Design, Development.

### DISCOVERY

#### 1. Initial Meeting

Our first meeting could be over the phone or in person. Basically I need to get the information to develop a proposal for the project and get a good idea of your vision.

#### 2. Proposal/Estimate

From here I write up a formal proposal for the project. This will cover the project specs, content responsibilities, project timeline, costs, and an overview of the process. This is sent as a PDF document that can be signed, dated and submitted back to me via email if accepted.

#### 3. Acceptance of Proposal

Once the proposal is accepted and has been signed, I will send the invoice for the first payment, depending on the size of the project. If it is a smaller project \$500 or less, I will wait and invoice at the completion of the project.

#### 4. Discovery / Content

I will need to get all the information from you that you want to include in the printed piece. If you need help developing the content or copy, I can help with that too. Copy can be handled a couple different ways:

- **Developing your content for you from scratch**

You have the idea – the vision, but need help creating the words and images to convey it. I work with excellent copywriters and PR folks who can craft a great campaign that says what you want – in a way uniquely you.

- **Working from Your Content**

With this option, I would work from your content provided in a word document. I will not be responsible for proofreading so be sure everything is exactly as you want it.

### DESIGN

#### 5. Concept

After I see the content and understand the vision, I can begin working out rough concepts for you to review. I will send these as PDF files for you and your team to review.

The choosing of the concept direction is an important step in the process. If after this point, I am asked to go back to other concepts, or explore a new direction, additional fees may be applicable.



## **6. Concept Revisions**

Based on your feedback and our conversations, I will refine the chosen direction. I understand that revisions are a critical step in the design process and that attention to detail is paramount. It's also important to be clear and concise about what is wrong and how to fix it in order to keep the project moving forward. My fees are based on three rounds of revisions to the chosen concept. There may be additional charges for multiple revisions or major changes to the chosen concept or direction requested by the client.

## DEVELOPMENT / PRINTING

### **7. Development / Printing**

After all the concept revisions are complete, I begin to put it all together. We will go through a final proofing process with me, and then again after it goes to the printer to be sure everything is perfect.

I can either hand off the finished files to you, or deliver the finished printed project. It's up to you. When brokering printing, I mark up the printing cost 15% in accordance with industry standards to cover my time spent working with the printer and delivering or shipping your final product.

Please feel free to contact me with any questions about my process or pdhCreative in general.



Patrick@pdhCreative.com  
360.609.5759

