

...ten point design and print guide

A brief point first

When you commission a piece of design with Invisible Ink we will usually ask you to complete a briefing questionnaire. It is critical at the outset that we have a good understanding of your requirement, your objectives, and your budget. By understanding the brief at the outset, this will avoid any misunderstandings and will often result in a quicker turnaround on a project.

Lead time

Ensure that you have built in enough lead time for your project. If you need a job urgently, is it because you haven't built in enough time to manage the process?

We are well rehearsed in turning around urgent jobs quickly, but leaving things to the last minute can have a knock on effect on costs for the client.

Supplying copy

Try to supply all copy by e-mail, or on disc. Time taken to re-type pages of hard copy is likely to increase the cost of the job.

Copy approval

Make sure that all the copy has been written, approved and signed off before passing it to the designer. This will reduce the time needed for laying out a design and therefore reduce your costs.

Working proofs

Be sure that only one set of proofs are circulated to colleagues working on your project. If four copies are being passed around, it is likely that four conflicting sets of changes may return. This will add delay and extra time unnecessarily.

Final proofs

Make certain final proofs are correct when signed off for printing. Authors amendments at the print stage can be very costly. Make sure these errors never arise.

Team work

Is there someone on your team who can deputise in your absence? (if you go on holiday for example).

A shortening of the available time to complete and approve artwork may result in extra costs. For example, it is possible that the allocated printer for your job may not be able to slot in your work if it arrives late. This can be particularly costly if it is a high print run, or if your project is deadline sensitive. Having someone at hand to pick up on a project can alleviate any delay and therefore avoid extra costs.

Supplying logos etc

If you need to use a signature or logo on your document, try to ensure you supply it to the designer at the outset. Many print jobs are delayed whilst trying to obtain a signature or logo from someone who is not around.

Supplying images

If you are providing electronic images, make sure they are of printable quality. An image must have a resolution of 300dpi for print. If the image is to be used for the web, 72 dpi is the standard resolution.

The numbers game

Be sure what print run you require. It is likely to be cheaper to print 1000 brochures than 400. If you print 400 and run out of copies, a second print run will prove more expensive in the long run.