

Creative Workflow **Print Product**

Work Roles

Client

Creative Producer

Creative Brief

1 Meeting of minds: What is the Objective to be Achieved ?
 Target Audience, Purpose of Piece, Budget and Time constraints
 Major roles and calendar for completion established

2 Information Collection
 from all interests
 Concepts Established

Research / Background
Concept Development

3 Initial Text

Initial Layout/ Look

4 Review Text
 Choose Artwork

Review Text
 Choose/Create Artwork

5 Editing

Edits in for Draft

6 Review Draft against Objectives

Review Draft against Objectives

7 Revisions

Revisions

8

Second Draft

9 Final Design Approval

Proofing

10 Sign Off

Prepare Electronic Files

11 Sign Off

Salt/ Color/ Press Proof

Delivery

- Information** - education, technical, reference
- Sales** - data, call to action, documentation, display
- Identification** - logos, machinery
- Events** - dates and times

- Audience** - identification and appeal
- What/ why** - communication objectives of the piece
- Framework** - form, length, budget, output, quantity, timeframe
- Specifics** - artwork, palette, photography, illustration, typography, medium, adherence to established design standards, information hierarchy, signs and icons, references