

Design and editorial: client processes

1. Introduction meeting

Meeting to show design and editorial portfolio, and discuss prices and relevant experience.

2. Initial job briefing

Can be in person or over the telephone. At this stage, require details such as budget, delivery date, print run, audience and any preferences or constraints. It is useful to see any examples of similar jobs or things that you like the look of, whether your own or another organisations. Agree whether or not job requires design or editorial concepts developed.

3. Confirm brief

Following the meeting, you'll be sent a written brief, based on the information provided in the initial briefing, a schedule, an estimate based on different formats, and terms and conditions.

4. Purchase order number

Work can begin once a purchase order number has been given or the briefing form signed and returned.

5. Conceptual work

Editor and designer collaborate on developing concepts.

6. Signing off the concept

Design and editorial concepts can be supplied as a pdf or hard copies and will also be available on the secure extranet. It may be appropriate to present these to you in person, depending on the nature of the job.

7. Final briefing

When the concept has been selected and signed off, a detailed production brief is produced reflecting any changes since the initial briefing and points particular to the selected concept such as print and timescales. This may also mean a revised quote.

8. Design and editorial

Throughout production you will be able to see up-to-date versions of the artwork on the secure extranet. And you can send any corrections on a marked up pdf or hard copy by email, fax or post.

9. Final sign off

When we have received your final sign off for the design and editorial, the artwork will be sent to print, if relevant, and proofs checked by ourselves before being sent to you for final sign off.

10. Invoice and feedback

Paperwork: Post project evaluation form