G&P

GRAPHIC DESIGN & PRODUCTION
PROCESS

PLANNING	DESIGNING	DEVELOPMENT	APPLICATION	DELIVERY
1	**2**	**3**	**4**	**5**

1. PLANNING:

- Briefing of graphic design project proposal detailing what the purpose of your project is in relation to the overall business:
  - Is your project aiming to establish a corporate identity or develop a brand?
  - Is your project aiming to produce marketing and communication material to support an advertising campaign?
- Research your project with respect to existing examples available in the market place.
- If project is a corporate identity, the following steps are taken:
  - Creation of pantone ('PMS') colour chart for viewing of available options.
  - Creation of font chart with business name displayed in upper, lower and title case of each font available.
  - Review and research of your business name's potential brand associations if appropriate.

2. DESIGNING:

- Design of the logo, artwork or layout concept according to the project brief specifications.
- For marketing and communication projects, any supplied content is added to the layout concept.
- For corporate identity projects, 3x logo artwork concepts are presented with each displayed in:
  - Black and White, plus reversed out in Black and White.
  - Colour, plus reversed out in Colour.
- You are entitled to make 1x change to the selected logo, artwork or layout concept.

3. DEVELOPMENT:

- Development of the approved logo, artwork or layout concept into a refined format for review.
- You are entitled to 3x changes during this development phase before the final logo, artwork or layout is prepared for print or delivery.

4. APPLICATION:

- For graphic design artwork projects, the final approved artwork is applied to the designated media, e.g. the graph or diagram is applied to a corporate document.
- For corporate identity projects, the final logo artwork is applied to a stationery set.
- You are entitled to 3x changes for each of the stationery set items during this phase.
- For print projects, the final artwork is prepared and printing commences upon your approval.

5. DELIVERY:

- Delivery of the approved graphic design project is completed once the client feedback form has been received.