



# Preparing for your Print Project

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## To get started on your publication design project, you'll need to prepare the following:

- 1) Describe your business and target market.** Describe your products or services. It helps if I can see your products/services during our initial meeting or through photos, etc. Who is your competition and how is your business unique? Please describe the audience you are trying to attract and reach. What are their demographics? What type of look and feel do you think would appeal to your target market? What is some feedback that you have received from customers? Jot down words that come to mind about your business or target market (“conservative” vs. “modern/trendy”, “technical”, “medical”, “soothing”, “sophisticated”, “artsy”, “glossy & slick” vs. “natural & earthy”, etc.) and bring them to our initial meeting.
- 2) Share your thoughts and ideas about design, colors, usage, paper, etc.** Determine your goals and objectives for this piece. What do you want to achieve with this marketing piece? What do you want your audience to do once they see it? If you see any existing samples that you like, please bring them to our initial meeting and let me know what features you like. The more information about your desired outcome that you share with me, the better I can create a final product that meets your needs and exceeds your expectations.
- 3) Prepare and finalize your text.** I'll need the final text for the layout as soon as possible. Proofread your text for accuracy, proper grammar, and completeness. Run spell checker for typos. Double check names of people, places, etc. If your copy has text in columns, please use TABS instead of multiple spaces. If you have tables, spreadsheets, or diagrams to include, please let me know BEFORE you submit your files to me. Please note: The fewer corrections, changes, and formatting adjustments that I need to make after receiving your copy, the lower the cost for you. Please have your text in a common font such as Arial, Helvetica, or Times New Roman. Save your final text document in **Rich Text Format (.rtf)** and e-mail it to me as an attachment, or copy and paste your text (if it's not too long) directly into an e-mail message to: [cindy@parrottalkdesign.com](mailto:cindy@parrottalkdesign.com).
- 4) Prepare your photos.** They should be a minimum of 200 dpi at final size or larger. **Note:** Enlarging low resolution images will result in poor quality. It is best to provide your high-resolution originals in TIFF or JPG format on a CD. You may also send them via e-mail if they are each about 2 MB or less in size. If your images are about 2 MB each, then please send them in separate e-mails, one or two at a time. If you need original prints or art scanned, please let me know so we can work out details.
- 5) Provide your company logo art.** Submit your original digital logo art files (EPS, TIFF or JPG format) in the highest resolution possible via e-mail or CD. Do NOT scan your logo from a printed letterhead or marketing piece. Please contact me for details or questions.
- 6) Determine your mailing needs.** For example, if you need a panel brochure designed, will you need a mailing panel on the brochure or do you plan to mail it in a #10 business size envelope? If you are thinking about an odd size publication, please consider the mailing envelope size and costs involved. There are many “standard” size envelopes available. I can help you determine the best size for your needs and budget.
- 7) Determine your budget and final printing quantity.** If you need me to obtain printing quotes, I will need some initial quantities for comparison quotes. It helps if I have an idea of your budget so I can tailor the project to meet your needs and fit within your budget. I will work closely with you to keep costs down while designing a unique, creative piece for you.

The above list will get us started on your print project. I will be in touch with you during the whole process, keeping you informed and ensuring successful results! Please, don't hesitate to contact me with questions, ideas, or concerns. I look forward to working with you on your project!

Cindy Leadingham