PRINT COLLATERAL
[Graphic Process System]

HANNA

The Client Conversation

We'll reference any information you provide to us verbally or visually as we acquaint ourselves with your project. We'll want to know your goals and concerns. We'll discuss the tone and personality you want to achieve. We will collaborate with you to develop a customized description that will follow the project through the design process.

STEP 1

The Client Conversation

The Client Conversation

Copywriter
Review writing samples and tone to choose writer.

Design Research
We explore online visuals within your market segment.

Design Trends
We review current design trends. Then we develop unique solutions that will highlight your offer.

Photographer
Review photo samples. Choose photographer. Get samples to use for comping stage.

STEP 2

Design Option
Design | Fonts | Color | Paper.

Design Option
Design | Fonts | Color | Paper.

Design Option
Design | Fonts | Color | Paper.

STEP 3

Proof and finalize copy for Step 5.

Choose one Design!
Choose one of the design options for final development.

Proof and finalize photos for Step 5.

Printer
Review print samples and pricing. Choose printer for the project.

STEP 4

STEP 5

Final Content
Place final content into the chosen design template for final review.

Final Photos
Place final photos into the chosen design template for final review.

Final Design Proof | Revisions
Final design proof provided and client changes are made. Final design proof resubmitted to client.

STEP 6

STEP 7

FINAL DOCUMENT APPROVED and sent to CHOSEN PRINTER

FINAL DISTRIBUTION
Per client's plans.

Events | Mailing | Placed on Tables/Racks | Personal Meetings | Electronic Communications | Websites