



## THE ORGANIC DESIGN WORKS GUIDE TO PRINT PROJECTS

When you hire Organic Design Works for your print project, you know exactly what to expect: the excellence, reliability, and transparency that come from 14 years of experience. We've outlined each step below:

### 1: LAUNCH KICKOFF MEETING

Our first task is to understand your key goals for initiating each print project. During this meeting, we:

- identify your TARGET AUDIENCE.
- discuss how best your printed piece can COMMUNICATE WITH YOUR AUDIENCE and achieve your marketing objectives.
- outline the overall look and feel of your printed piece, budget, and quantities.

### 2: QUOTE PRINTING COSTS

- DETERMINE THE SPECIFICS of the print piece, including size, quantity, paper stocks, and inks.
- obtain multiple bids from printers to GET THE BEST POSSIBLE VALUE for your project.
- Unlike many design studios, we do not mark up printer prices, but PASS THE WHOLESALE DISCOUNT TO YOU.

### 3: PREPARE CONTENT

- WRITE THE COPY. You can prepare the copy or use one of our professional copywriters to create a strong, effective message.
- RESEARCH IMAGES. We cull stock sources to provide you the best value for your budget. Or we can integrate your own library of images into the design.

### 4: DESIGN PRINTED PIECE

- DESIGN 1 OR 2 GRAPHIC CONCEPTS based on our initial discussions, and provide PDF proofs for your review.
- INCORPORATE YOUR EXISTING IDENTITY into the design so it will harmonize with your overall image.
- Produce one or more revisions in the design based on your feedback, depending on what is included in the contract.



## **5: SEND HI-RESOLUTION FILES TO PRESS**

Upon your approval of the PDF proof, we create the final hi-resolution files and send them to the selected printer.

## **6: REVIEW HI-RES PROOFS FROM PRINTER**

- The printer provides hi-resolution proofs for your review.
- Upon approval, the piece goes to press.

## **7: DELIVERY**

Your printed piece is delivered directly to you. Or you can arrange to have it distributed to a mailing list of your choice via a fulfillment house.

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