



PO Box 545 Milsons Point, NSW 1565
P (02) 8920 1000 | F (02) 8920 1115
www.zoo2.com.au

MANAGING DESIGN

Brief

The briefing document contains all the information relevant to the project from strategy and creative to production specifications. It is important to remember the following steps:

- initiate discussion with client
- interrogate the facts
- agree project scope, delivery process and timing

Proposal

The proposal forms the response to the approved brief. It documents the following:

- agreed project details
- outline of the delivery process
- relevant case study examples
- an estimate of the charges associated with the project including third party suppliers
- terms of trade

Concepts

The approved proposal signals the start of the creative process.

- ideas and concepts are workshoped and presented to the client together with rationales
- feedback determines client preferences and modifications are made

Artwork and programming

The approved concept signals the start of the production process.

- artwork is prepared for print reproduction
- content is prepared for electronic media

Reproduction

The approved artwork files are sent to printers for output.

- proofs are provided for approval
- jobs are printed and delivered to the client

Electronic files are reviewed and tested.