



Step VI – Changes and Approval

After you receive your first set of proofs, you will need to take time to review them and to indicate any changes that are needed. Roberson requests that all changes be marked in red ink on hard copies of the proofs. Indicating changes in this way minimizes opportunities for misunderstanding and allows us to make the changes in the most efficient and accurate way. Taking the time to review proofs thoroughly will pay off for you in terms of a smooth production process, timely completion, and strict control of costs.

If any of your changes are unclear or if you have changes that require some explanation, Roberson will discuss them with you to ensure that we understand your intent and expectations.

Roberson will then send you another set of proofs that incorporates your changes. You should review the revised proofs carefully to ensure that all your changes have in fact been made and that nothing was overlooked on the first set. These proofing cycles will continue until you let us know that you have no additional changes. If your changes result in the number of proofing cycles exceeding what was accounted for in our proposal and the agreed-upon production schedule, additional costs may be incurred and your schedule may be affected. We will notify you promptly if any of the changes you request will entail expanding the original scope of work or be likely to cause a delay.



VI



PRESORTED
STANDARD
U.S. POSTAGE
PAID
WASHINGTON D.C.
PERMIT NO. 2269

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Step VII – Final Approval and Sign Off

You will be asked to provide written approval (by means of a short, easy-to-complete form) for each component of your project at two stages in the production process: (1) before Roberson releases files to the printer or production department (at the point when you have no further changes on the proofs you receive from Roberson), and (2) before the job goes on press, into mass production, or into distribution (at the point when you review a blueline and a color proof generated by the production house). Having you sign off on the job at these two points prevents significant additional expenses from being incurred if the production house has to re-do prep work or printing.

If you have questions or concerns at any point in the process, Roberson is more than willing to discuss them with you and to address them. Our goal is to complete your project in the most efficient way possible and in accordance with your expectations.

roberson
Advertising, Marketing Communications

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202-546-0947

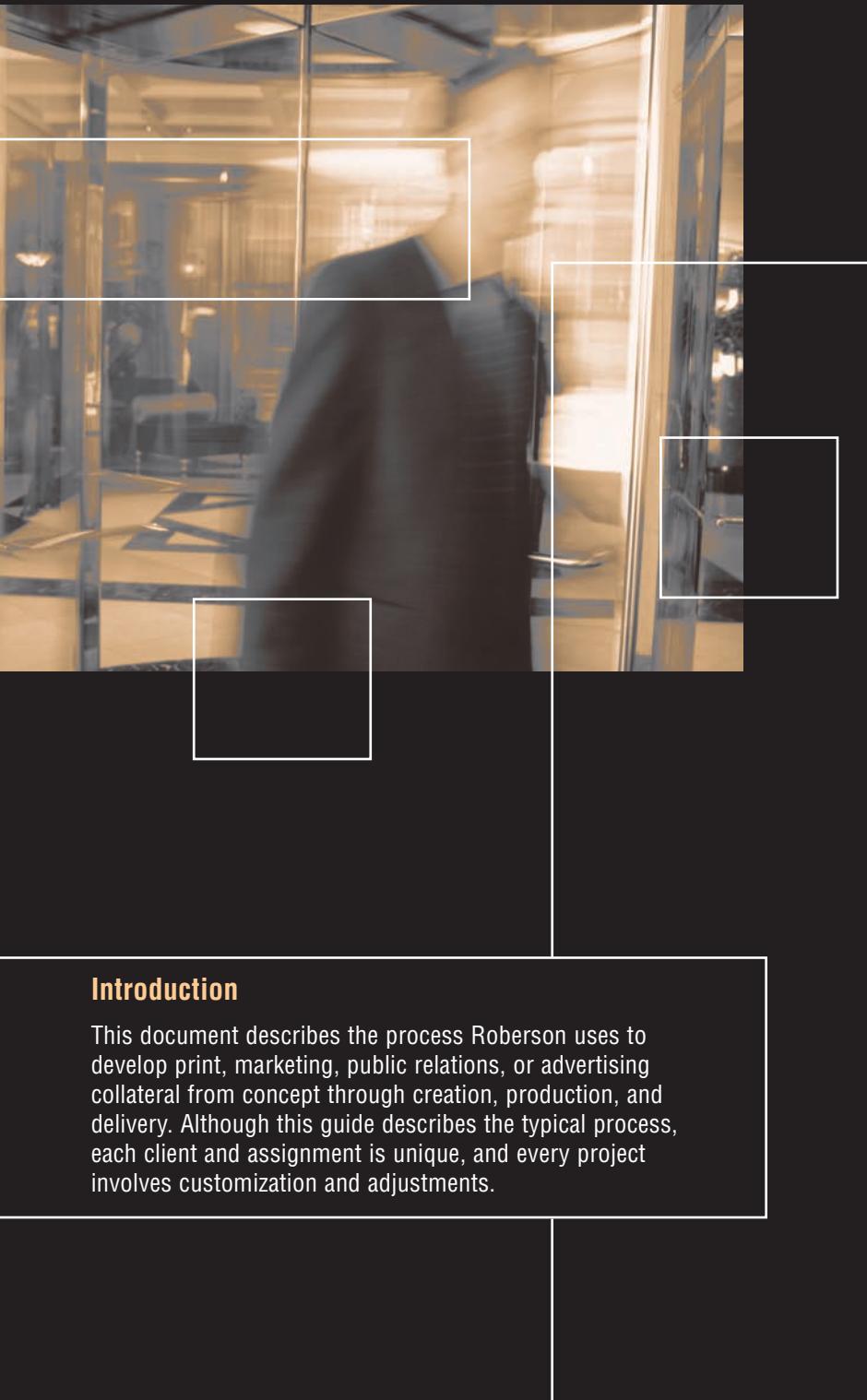
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Customer Care Guide



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Introduction

This document describes the process Roberson uses to develop print, marketing, public relations, or advertising collateral from concept through creation, production, and delivery. Although this guide describes the typical process, each client and assignment is unique, and every project involves customization and adjustments.

Step I – How We Begin the Process

After Roberson has been retained by your organization to develop communication collateral, we meet with you for an initial consultation. During this meeting, Roberson seeks to understand your organization's expectations, the component parts of your project, your target audience, additional support or services your organization may need, specific ideas you may have about the appearance or content of the communication pieces, and any scheduling constraints that have not already been discussed. If samples or background information are available, we would like to have them at this initial meeting.



Step II – Editorial Support

Roberson is often asked to provide writing and editorial services as well as design services for projects. If this request was not made before work was started, time may need to be added to your production schedule to complete the additional work. If you have not created text specifically for the project, our staff may need to review your existing organizational documents, do market research, or interview key personnel to develop language that is appropriate for your targeted outcomes and goals.

Step III – Developing Timelines and Production Schedules

Roberson will develop a production schedule to help you understand what items will be created and what the due dates are for providing text and graphics (if any), proofing cycles, and approvals so that the work is completed in a timely fashion. If the initial production schedule does not correspond to your expectations or doesn't accommodate other scheduling constraints you may have, it will be revised as needed.



Step IV – Developing and Reviewing Creative

Roberson normally develops two conceptual solutions for you to review. This is a critical stage at which you should offer detailed feedback to Roberson's project manager. In addition to receiving mounted hard copies of the conceptual "comps," you will also receive them electronically via email as Acrobat PDFs. PDF and JPEG files, as appropriate, will also be available on our Web site (www.robersondesign.com). Selecting your company name from the "Projects" pull-down menu on our home page will take you to a password-protected "project staging area" where you have access to your files. If there is a need to move the copy development portion of the project to a different schedule than the visual (graphic) portion, you may need to respond to two separate proofing phases of the same project.

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Step V – Proofing First Creative

After you have approved both copy and visual treatments, Roberson prepares the first set of proofs for your review. How long it takes to complete this phase depends on the number of component parts, the number of pages, storyboard cells, or panels in each deliverable, and the complexity of each component. The need for custom and stock photography, animation, or illustrations, as well as information graphics (that is, tables and figures), will also be factors that affect the production time for this phase.

