

# THE STAGES OF DESKTOP PUBLISHING

## Plan Project

- Determine scope (see OUR FIRST MEETING)
- Client Intake Form (“Getting to Know You”)
- Determine the timetable

## Create Blueprint

- Take “Getting to Know You” and all client material and create proposal
- Review with client
- Line up vendors if necessary

## Prepare Text

- Can customer supply electronically? Handwritten?
- Does text need to be written? Refined?

## Produce Graphics and Establish Visual Style

- Original artwork supplied by customer?
- Logos, clip art, graphics, photos, etc. typestyles, color preferences
- Web sites: Establish navigation

## Design Template

- Define dimensions
- Create Master pages and stylesheets, templates
- Produce a prototype, revision cycles

## Lay Out Pages

- Break out text into story files
- Import text and graphics
- Format text in detail
- Print, upload, review, tweak proof

## Successive Proof cycles

- Corrections, fine tuning, verify artwork, links, overlaps, jumps, etc.
- Revision cycles until client okays final proof

## Final “draft”

- Web site: upload to client area for review
- Print design: Laser printer & paste-up or service bureau

## Verify everything on line/Follow up with printer and/or other vendor(s)

- (Web site design) Upload to clients’ domain
- (Print design) Confirm schedule and instructions on artwork and delivery

## Review Job and Archive Project

- Follow up and discuss job with client
- Analyze time and expenses
- Compare template with printed or posted publication