



## Print Media Design & Production Management

Tactical Execution

### Phase 1:

#### Requirements

- Client Survey
- Creative Brief
- Concept Definition
- Project Team Assignment
- Budget and Production Schedules
- **Goals Defined**

### Phase 2:

#### Concept & Creative Strategy

- Content Gathering
- Copy Strategy
- Content Overview
- First Layouts
- Technical Needs Reviewed
- Print Production Specifications
- **Structure Defined**

### Phase 3:

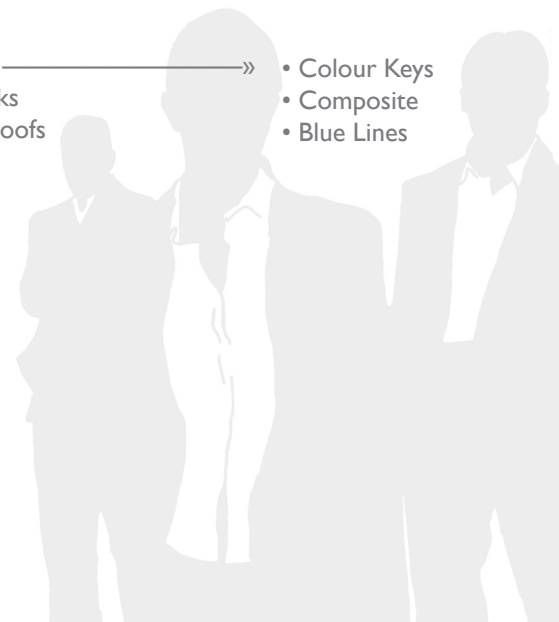
#### Design Production

- Creative Strategy & Direction
  - Final Design & Presentation Proof
  - Client Approval —————>>
  - Printer Specifications
  - Production Estimates
  - Art to Printer Specifications
  - **Ready for Print**
- Content
  - Graphics
  - Design
  - Illustrations
  - Photography

### Phase 4:

#### Production Management

- Film Negatives
  - Die Making
  - Proofing —————>>
    - Press Inks
    - Press Proofs
  - Print Production
  - Bindery
  - **Delivery**
- Colour Keys
  - Composite
  - Blue Lines





## Interactive Media Design & Production Management

Tactical Execution

### Phase 1:

#### Site Definition - Concept

- Client Survey
  - Creative Brief
  - Concept Definition
  - Project Team Assignment
  - Budget and Production Schedules
  - **Site Goals Defined**
- Strategic Planner
  - Creative Director
  - Graphic Artist
  - Programmer
  - Copywriter

### Phase 2:

#### Site Development

- Site Map Created
  - Content Gathering - Copy
  - Content Overview
  - Technical Needs Refined
  - Navigation and Page Flow
  - **Site Structure Defined**
- Audio/Video
  - Database(s)
  - Programming
  - Push/VRML

### Phase 3:

#### Interface Design

- Visual Design Development
  - Click-Through Prototype
  - Client Approval
  - Art Production
  - Image Creation
  - Art to HTML
  - **Site Sent to Programming**
- Design
  - Database(s)
  - Forms
  - Art
  - Production

### Phase 4:

#### Technical Engineering

- Back-end Implementation
  - Programming/Scripting
  - In-Production Proofing
  - Staging Testing
  - **Site Ready for Launch**
- Custom Scripts
  - Database(s)
  - Cross Browser Testing
  - Type Proofing
  - Links

### Phase 5:

#### Publishing & Marketing

- Files Uploaded- Site is Live
  - Testing Live Site
  - Notify Search Engines
  - Fresh Content
  - Link Exchange
  - Search Engine Optimization
  - Social Media Promotions
  - **Web Presence/Branding**
- Auto Updates
  - What's New Section
  - Regular Maintenance
  - User Content

