



Marketing and  
Communication  
Design

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## Linda Sherman Design Working Procedures

### Initial Meeting and Scheduling

After the acceptance of the proposal, we will have an initial get acquainted meeting with the client. At that time, we will gather any needed information and refine the proposed schedule.

### Writing

If we are writing your project, our writer will contact you through (primarily) phone interviews to become familiar with your project and business. She will do any necessary research, write a first draft and submit it to you for comments. After reviewing your comments, she will modify her copy and submit a second draft. After your review, the final copy, that should have minimal revisions, will be submitted for final approval. After final approval, the design portion begins. More than two drafts plus minor revisions will be billed according to an agreed upon amount between LSDI and the client.

### Design

IF OUR WRITER HAS PRODUCED THE COPY, LSDI will use that approved copy to develop from one to three concepts for your project as specified in the estimate.

IF YOU ARE PROVIDING THE COPY, it must go through your organization's approval process and be signed off on before design begins. Please review the section on how to best prepare a Microsoft Word document in our document "How to Work With Your Graphic Designer."

In general, on any project, we will provide an indication of the look and concept, then, upon your approval, we will continue with the next stage of the project.

For example, on a brochure or annual report, we first develop three covers.

The client chooses a cover, then we develop a spread to show format. On a self-mailer, we will develop the cover and include a folding dummy keyed to show where each copy block will appear. We will provide paper and color suggestions. On a logo, we will, depending on the budget, develop from 3-6 concept sketches in black and white, the client chooses one or two for further development, and then we provide revisions and comps shown in color.

## **Layout**

Upon approval of the design concept, the designer will continue with layout. When complete, she will provide you with a first proof either by hard copy or by PDF. You will make changes to the proof as defined in our document "Working With Your Graphic Designer" and submit it to LSDI for changes. LSDI will provide a second and third round of proofs. **Remember, at this stage copy has been approved. If there are extensive changes (author's alterations) to the copy on each proof, there may be additional charges.**

## **Production**

Upon approval of the layout, LSDI will complete the final pre-press files. We will do final work on Photoshop files, photographs and artwork, print the final color proofs, make up a dummy for the printer and burn one or more CDs.

## **Pre-press Release Form**

Before release of the job to the client or printer, the client is required to sign our Pre-press Approval Form that indicates the job is complete to their satisfaction and that Linda Sherman Design is released from further responsibility for any errors that might have been missed by the client or their associates. The form will include the date, time and place of delivery and other pertinent information.

## **Print Management**

Linda Sherman Design will, if you so desire, purchase and supervise the printing for your project. We will get three bids from the printers we use on a regular basis, and provide you with the best price. We will review all the printer proofs for technical accuracy and go on a press check if it is needed. You will review the proofs as well, keeping in mind, however, that copy changes at this stage will be charged as an author's alteration. If you choose to use your own printer, we are available for reviewing proofs and going on press check, but we will bill at an hourly rate of \$125.00 to do so.