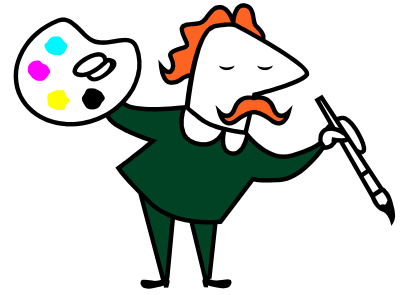


Steps for a Smooth Art Process

Kick-off:

- Updated strategy memo
- Updated production grid
- Live sample/seed from last campaign if “pick-up.”
- Finalized copy (proofed), and/or dummy FPO copy
- Set aside sufficient time to walk through package versions
- Address any budget concerns



Internal Art Review (Account-led):

- Overall
 - Print all pieces out full size, with crop marks, and in color (at least first round)
 - Use strategy memo/production grid to check that all components and versions are accounted for, and have been labeled/coded correctly (both file name and in art)
 - Confirm that the correct pieces fly the package
- Review
 - Compare art to sample, and previous campaign’s proofreader edits if a “repeat”
 - Read every single word of copy – even on versions based off of a control, and logos
 - Consistent punctuation (ellipses, commas, spacing after periods, etc.)
 - Formatting correct/consistent (fonts, margins, indents, page numbers, etc.)
 - Check that logo and colors are correct per client’s style guide
- Lasering (What you see is what you get!)
 - Make sure all lasering is in magenta, and in correct size, font, placement
 - Take into account 5-line addresses, IMBs, ask amounts, etc.
 - Address potential concerns of lasered copy not lining up with preprinted art, etc.
 - Indicate variable fields using field names (mail codes, ask amounts, salutations, etc.)
- Account
 - Does the “Yes!” copy provide a standalone case for giving?
 - Does the reply form have the appropriate contact information (Organization name, address, etc.) and instructions for use?
 - Is the ask on the first page of the letter?
 - Double-check that variable fields have been requested in data request/instructions
- Production
 - Verify pieces are correct size and that they fit
 - Create mockup for brand new package design
 - Barcodes – do they fly the package? Does the BRE have the correct one?
 - Address blocks/windows are in the right positions
 - Machine insertable?
- Actual Editing
 - Use ink color that will stand out against art
 - Route to other team members
 - Verify edits are clear and questions have been answered before giving to Art Dept
 - Once art is revised, compare against previous round’s edits, and make sure additional errors haven’t been created as a result. Keep previous rounds of edits.
 - If there are multiple rounds, do one final review of all components.
- Update strategy memo/production grid with any changes made during the art routing stage.

Client Art Review (Production-led):

- Verify again all components have been created
- Make it clear what they are looking at
- Work with Production to identify when Account needs to “step-in”
- Review client edits to ensure they do not impact strategy
- Proofread finalized art