



In an ideal world, the sky is the limit... but more often we are limited by cost. To follow are some ways to get the most design for your dollar:

1. **Meet with you designer early in the process** – Early on your designer can help guide you to other, more economical, ways to get the job done such as printing template mastheads, alternative formats or using alternative media like PDFs on CD.
2. **Prepare your text in advance. Write, edit and digitally provide us with your text** – Write your text and provide us with edited, clean, unformatted text in a word processing program such as MS Word, Apple Works, Wordperfect. You can provide us your text on a disk, cd, zip or as an e-mail attachment. Always provide a printout of your text for reference.

Things to avoid when providing text to your designer:

- Tables (typically design programs do not work well with tables generated in word processing programs)
 - Special fonts and formatting
 - Avoid importing art and tables
 - Avoid special characters
 - Avoid using ALL CAPS
 - Avoid setting up columns in your word document.
3. **Assign one person the job of giving final approval on the job and have that person be involved from conception to completion** – If you do not have the final say on the job, it is imperative that you involve the person that does. The cost of a job can increase drastically if a job changes direction midway. Likewise, it is important one person has final say in accepting the design. Design by committee can become very costly and often the varied visions can diminish the integrity of a good design.

4. **Avoid multiple revisions** – Making one change on a document can take as much time as making many. To avoid additional charges, it is best to have as few separate revisions as possible.
5. **Proofread carefully and mark your proof copy clearly.** (see proof copy recommendations) Nothing is more expensive than reprinting a job that has the wrong information. Likewise, clearly marking up corrections on your proof saves on multiple revisions and misinterpretations.