



PB GRAPHICS DESIGN & PRINT

PB TIPS E-BOOK

PB Graphics can over-see your entire design and print project from conception through to completion. As all design work is charged on a time basis you can provide elements of the job which can save us time and therefore you money. On the following pages are a series of handy tips to help you get the best and most cost effective solution to your design and print project.

1. QUOTES:

What is required from you so we can provide an accurate quote for your project.

2. ARTWORK:

What exactly is artwork and why is it required for print?

3. PROJECT BRIEFING:

How to supply a successful project brief.

4. BUDGET:

If you make us aware of your budget we will work within your restraints to give you the best possible solution for your money.

5. COPY WRITING:

How to best promote your business in text form.

6. DIGITAL IMAGES & GRAPHICS:

How best to optimise your images and graphics for print.

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1. QUOTES

The first stage of any project comes in the form of a quote. PB Graphics will put forward a price based on a clients requirements.

When requesting a quote we ideally require the following:

Quantity: How many copies you require, this can range from 1 to 1000's we cater for any quantity.

Size: A0, A1, A2, A3, A4, A5, A6 are the most common sizes. If you project requires a bespoke size, let us know.

Colours: Would you like you job to be printed in full colour, 2 or single colour. The amount of colours used in a job can have a bearing on price.

Paper Weight: The nature of the project normally dictates the paper weight. Business cards for example are normally 300 / 350gm, letterheads, compliment slips etc are usually 90 / 120gm. If you have a specific paper weight in mind just let us know.

Photography: Do you require photography? You can supply your own photographs or PB Graphics can take them for you. A rough estimate of the number of photos would be appreciated.

Copy: If copy is required, will it be supplied or would you like to use our copy writing service? See page 6.

Deadline: Normally the deadline your project is required for doesn't have a bearing on the price quoted. For fast turnaround projects of 1 week or under please inform us when asking for a quote.

PB Graphics provide a FREE NO OBLIGATION quotation service, just ring with your requirements.

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2. ARTWORK

Artwork is what every printer uses to produce a piece of printed material. Previously artwork was done by cutting and pasting onto board for printers to convert into a useable form (and in certain cases it still is). Nowadays the majority of artwork is created using a variety of computer design packages, such as, Quark, InDesign, Illustrator. The artwork files created using these software packages are then saved in a format specified by the printer, the most common being a print ready pdf.

Not all artwork is printed in the same way, there are many variations on how your artwork must be produced and saved. The majority of printers will have a set of guidelines on how to set up the artwork for print and these are available on request.

Once received, the printers will use these files to create the final print. The quality of your print will depend on the design, layout and of course the skill of the person creating the artwork.

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3. PROJECT BRIEFING

A project brief is where you the client relays information to us as designers about the project you wish us to produce.

Let us know your thoughts:

Tells us what it is you are looking for out of the design. Do you require it to look upmarket, jovial, retro, etc? Do you have a particular preference for colours used? Any likes or dislikes are best discovered from the outset, this saves time and money.

Guidelines / Corporate Style:

Many larger firms now have guidelines which the designer must adhere to when producing artwork.

Deadlines:

Do you have a specific timescale in mind for the completion of your project?

Providing a full and detailed brief at the outset, with as much information as possible will ensure the best results for your project.

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4. BUDGET

At PB Graphics we aim to provide you with the best quality project to meet your budget. If you have certain budget restraints can you inform us when requesting a quotation.

With print there are many factors to take into account, for example a brochure needs to be retained so the print quality needs to be high. A flyer on the other hand is a disposable piece of marketing so the quality doesn't need to match that of the brochure.

Price can be adjusted depending on the quality of the job required. Adding elements to print such as laminating, spot UV will increase the price. Reducing the paper thickness and quantity will reduce the price.

We will quote accordingly to give you the best possible job for your budget.

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5. COPY WRITING

Copy is an important part of a project. On the surface it seems like an easy task to put together copy which conveys the right message about your organisation. In practice it may not be that easy as people within your business often have their own roles to fulfil and do not have time to devote to such matters.

PB Graphics can provide a copy writing service which after a brief discussion with you the client, will be presented for approval before going on to feature in the final project.

If you wish to supply your own copy you can paste straight into an email or we accept files such as Word. Supplying your own copy will save you money, as keying in copy in certain cases can be very time intensive.

We suggest you carefully spell check any copy before hand as we cannot be responsible for mistakes from copy supplied.

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6. DIGITAL IMAGES & GRAPHICS

Digital images can be supplied in the following file formats: tiff, jpeg or eps files, the ideal resolution for most print jobs is 300dpi, with the format being CMYK. (Although for large format printing where the image is to be reproduced at A3 or larger the resolution required will come down to around 150 / 200dpi.)

For the majority of digital cameras the default resolution is 72dpi and the format is RGB, this is not a problem as we can convert the images to 300dpi and CMYK before going to print.

Images pulled from the internet are not generally suitable for print due to their low resolution (72dpi), it may look good on screen but it won't on paper.

Please note that most internet images are subject to copyright which we are not legally entitled to use without written permission.

When supplying graphics please save your files as: tiff, jpeg or eps, any fonts will need converting to paths/outlines.

Note:

CMYK = Cyan, Magenta, Yellow, Black. This file format is used for the majority of printed material.

RGB = Red, Green, Blue. This file format is used for online presentations done in Powerpoint, Word etc. Images for the Web should also be saved in RGB.

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