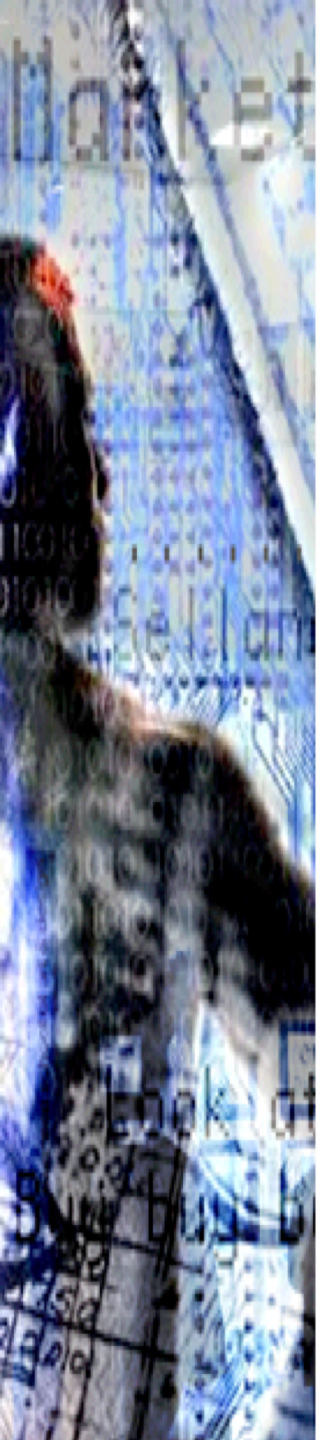


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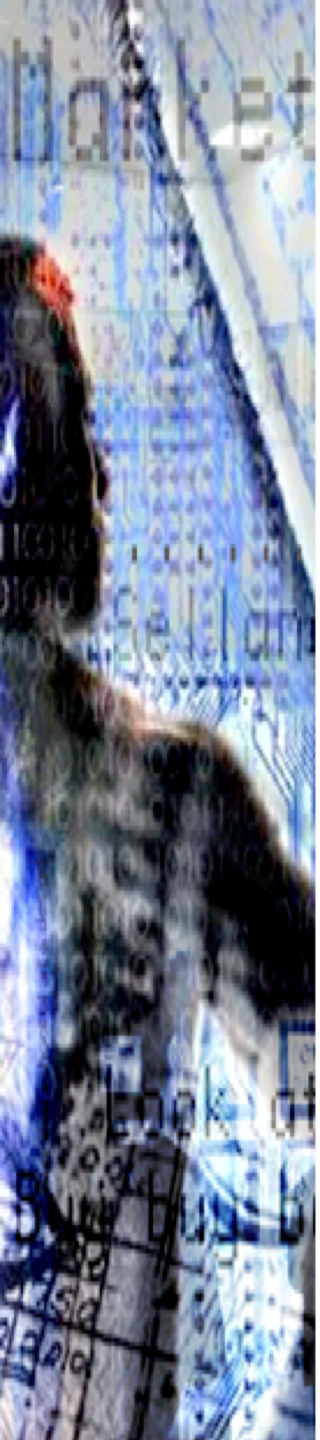


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Contacts in the world of Print

Here is a brief overview of the roles of the various people that you could find yourself working with in the design for print industry



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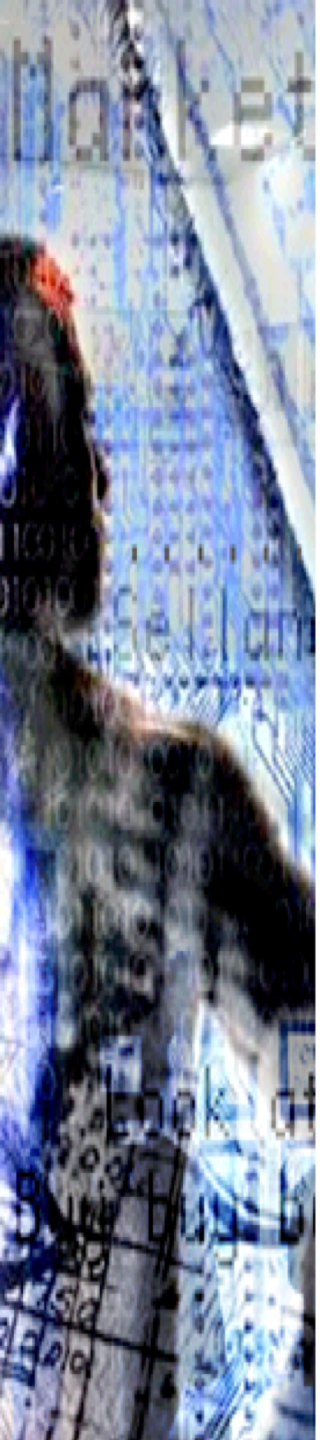
Client

Most important person in the process

Could come from any background

May have little or no knowledge of design skills

You need to have a flexible / personable approach



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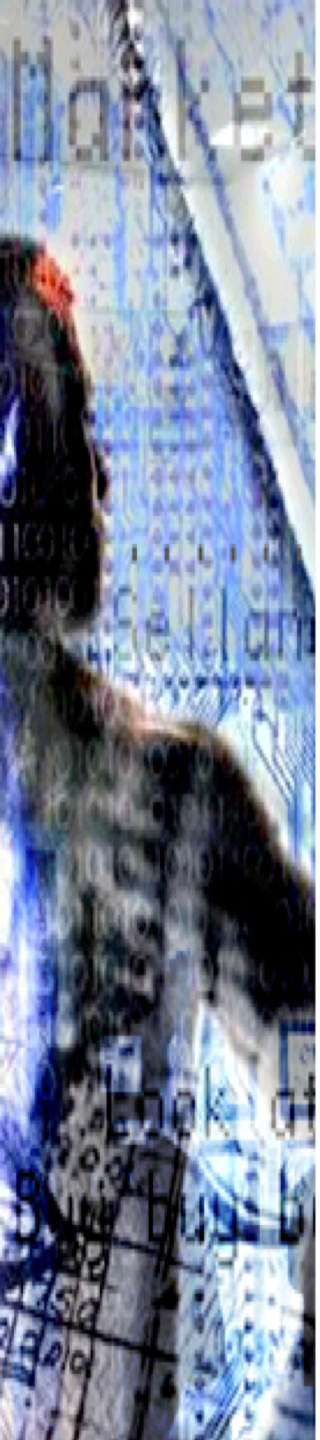
Agent or Art Director

Appointed by client

Better understanding of design process

Make their living out of this alone!

Studio manager may undertake a similar role



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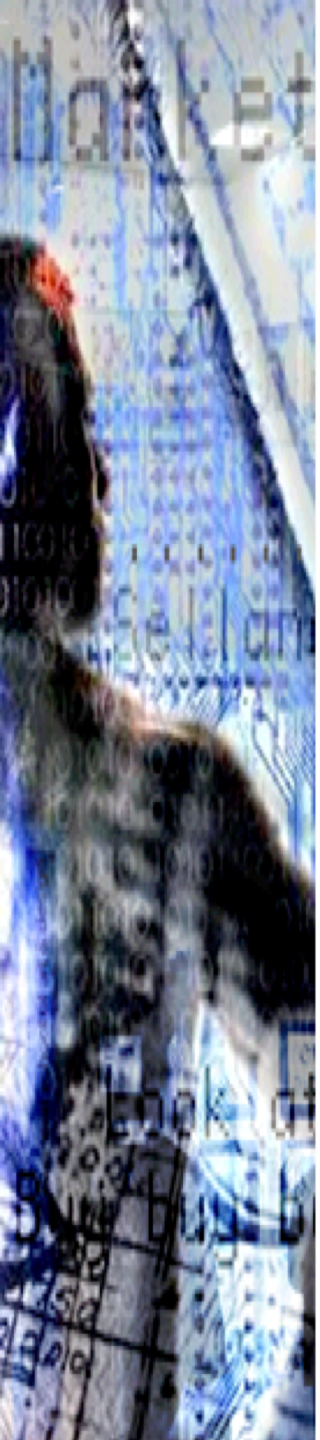
Graphic Designers

“Lynch pin” central role / responsibility

Good understanding of all processes

Can sub-contract specialists

May co-ordinate the job to completion



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Illustrators / Photographers

Both will “illustrate” text

Normally selected for personal abilities / styles

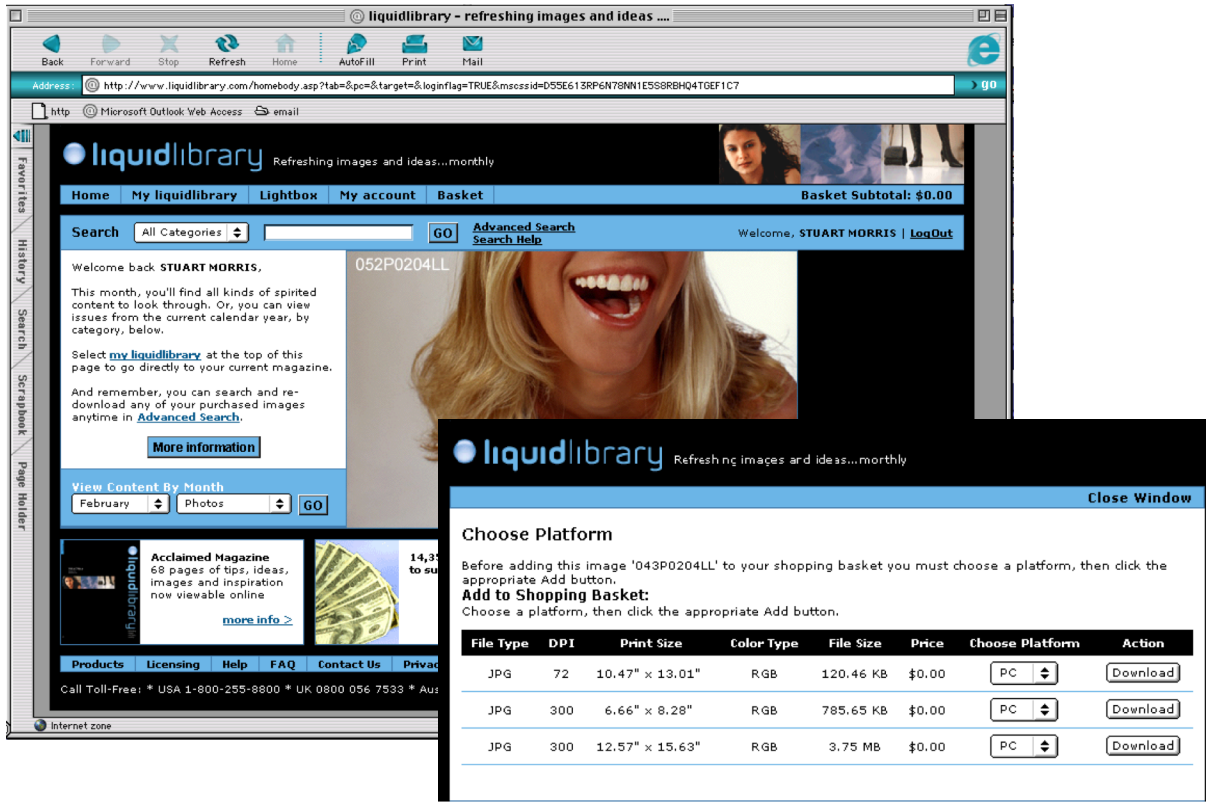
Libraries available

Careful briefing essential

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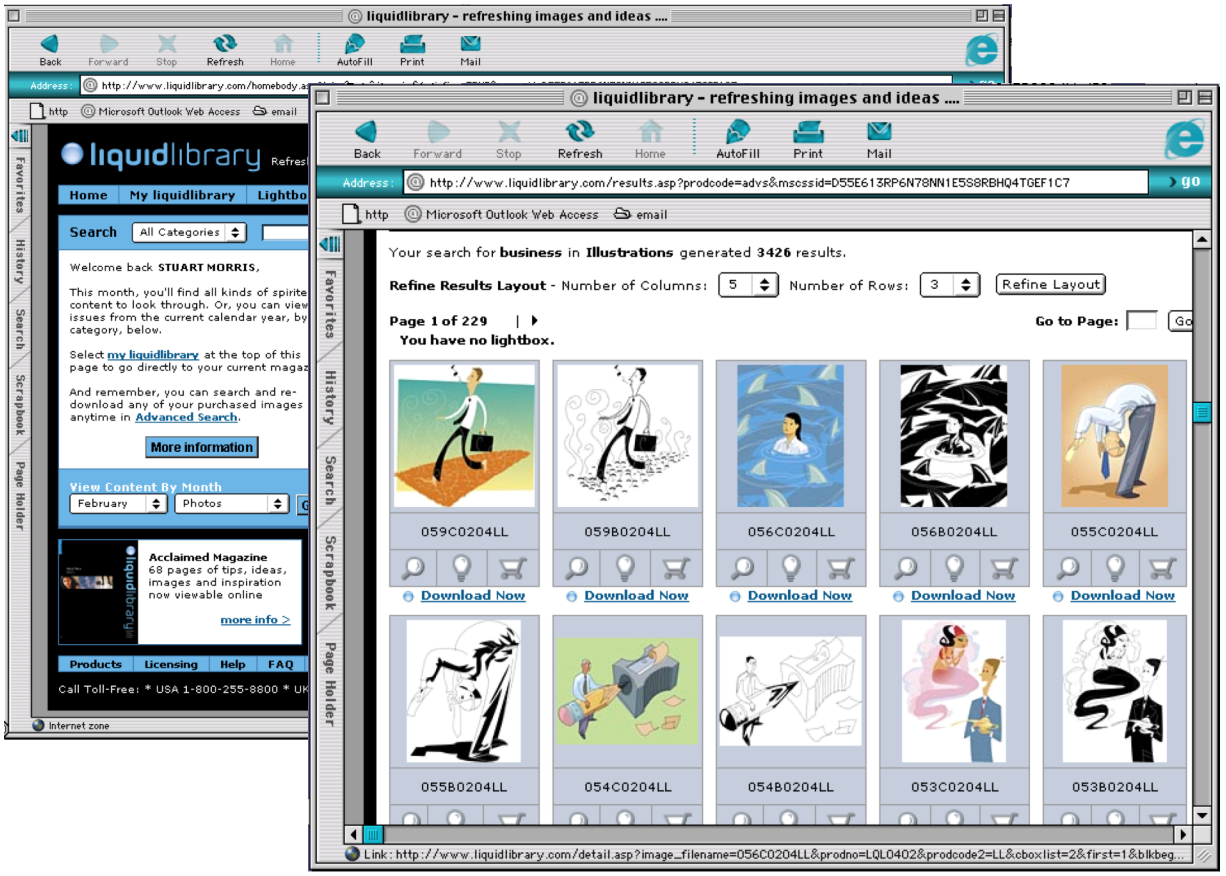
Illustrators / Photographers - Libraries

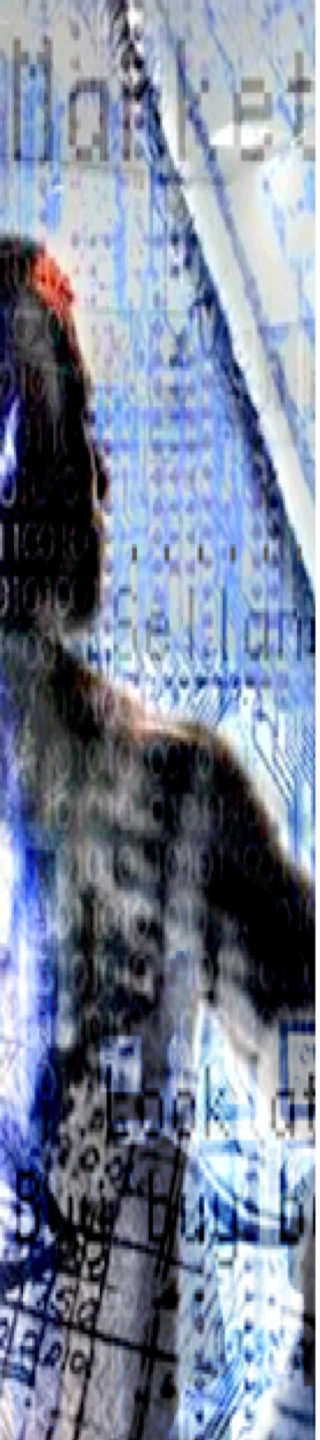


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Illustrators / Photographers - Libraries





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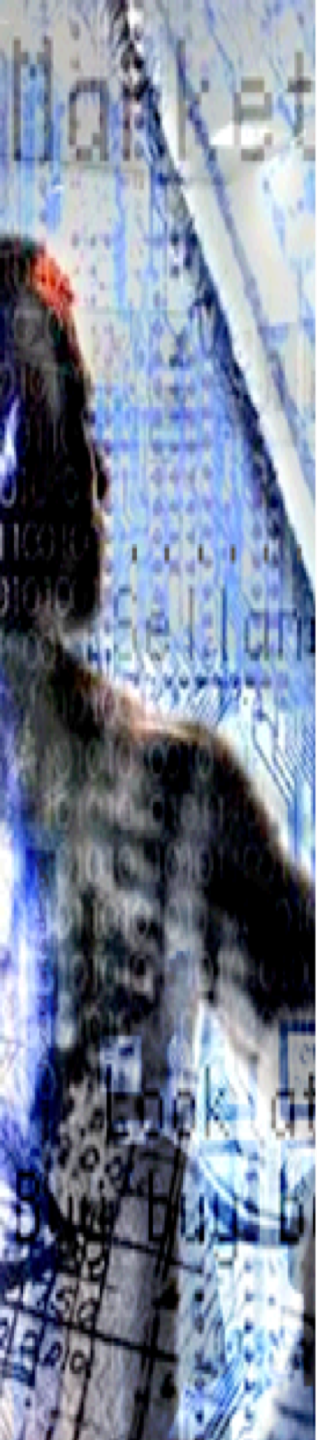
Bureaux / specialist services

Copywriters

Proof readers

Marketing specialists (industry specific for example)

Other support agencies



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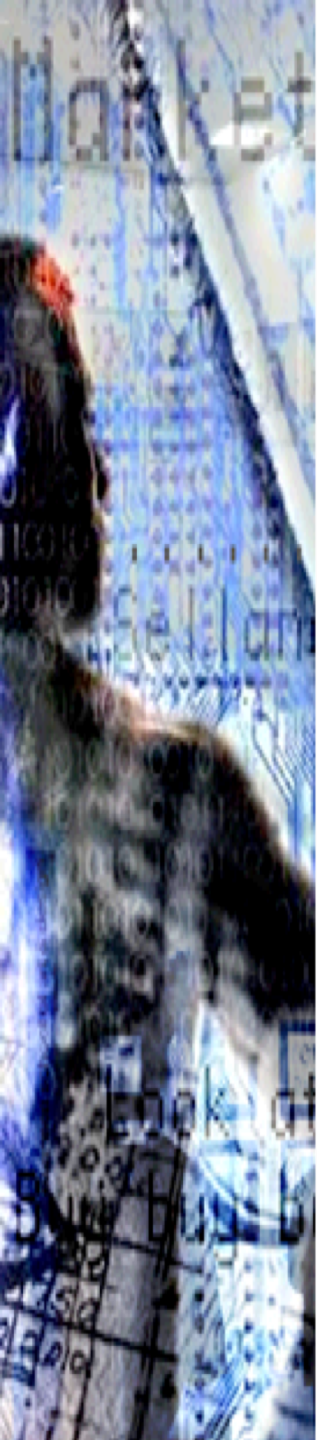
Print Estimators / Reps

First point of contact

Can offer advice

Discuss quality versus price

Sales driven / competitive



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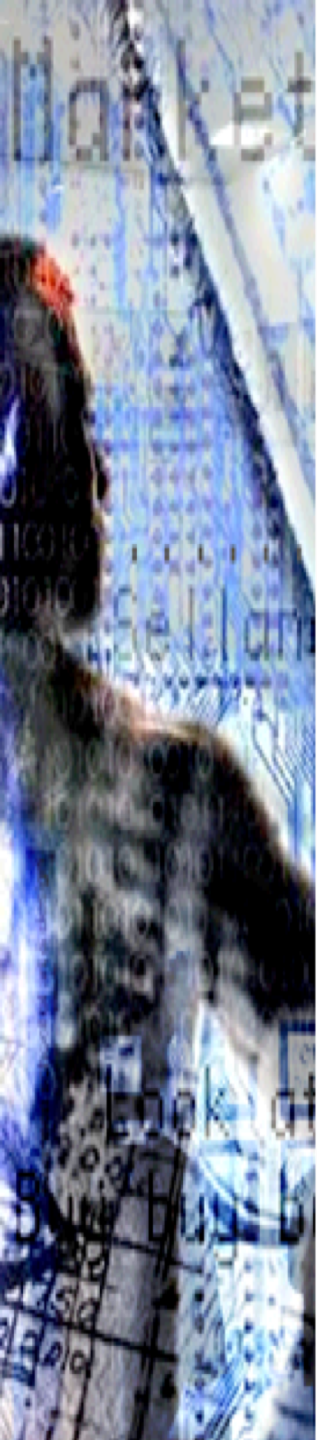
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Selected Printer

Chosen from at least 3 alternatives

Can deliver to cost / quality / deadline

May offer “in house” specialist services



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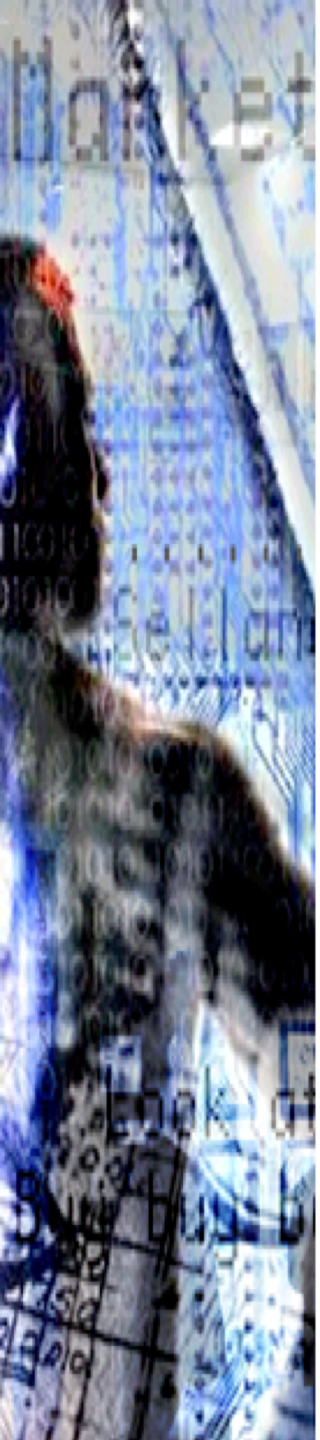
Repro Houses and other services

Specialist plate makers

Specialist binders

Embossing / Foiling / UV varnishing

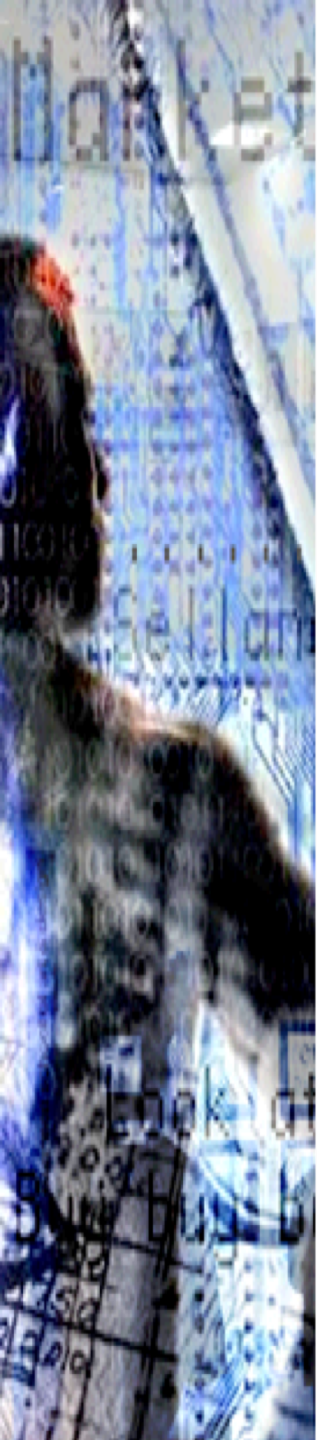
May or may not liase with designer



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That's some nitty gritty, but what about the big plan – who is involved?



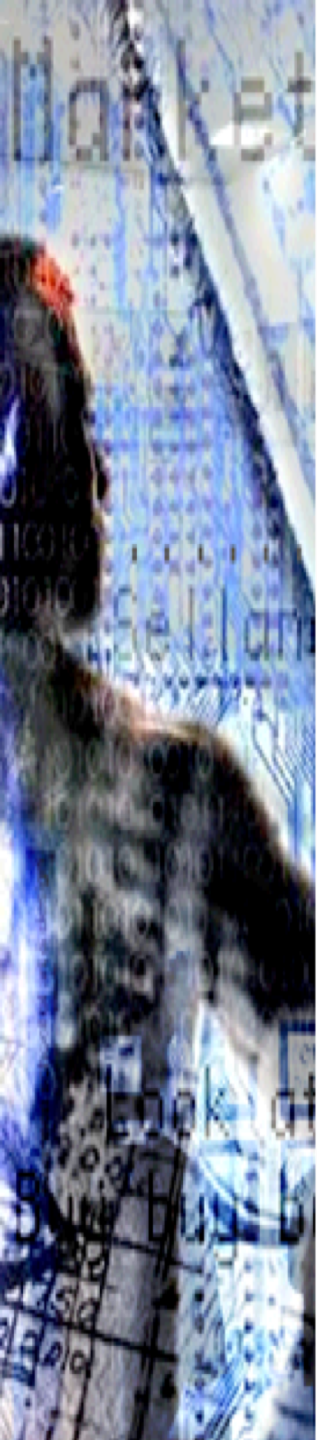
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Advertising Media Planners - Analysts

Analyze the company and competition

e.g. size, history, financial status, selling and distribution systems, product or service USPs… plus previous campaigns etc.



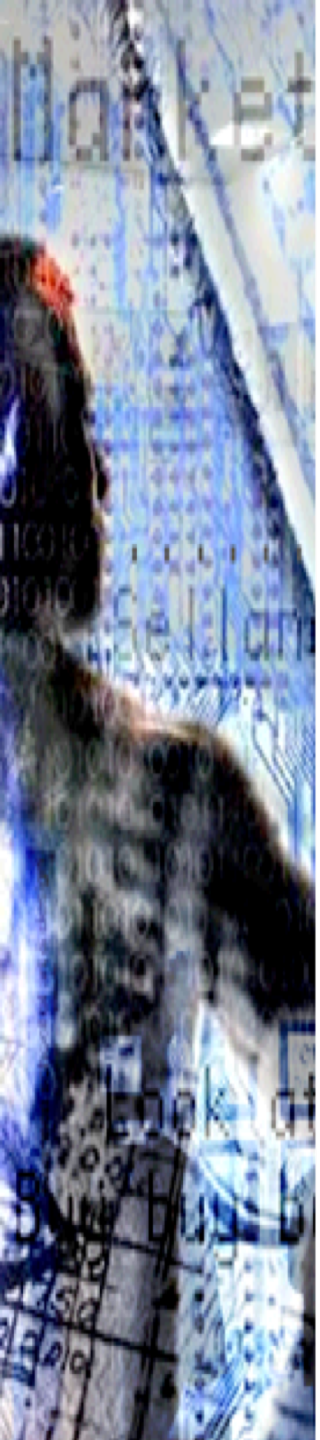
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Advertising Media Planners - Marketers

Plan a marketing strategy / objectives

e.g. which elements of marketing mix are appropriate? Which market segments to target, Distribution strategy, finance strategy



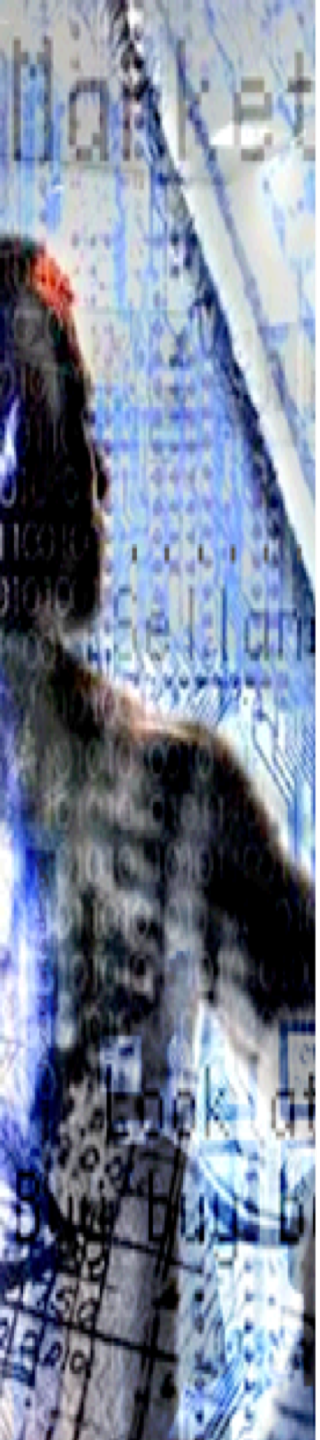
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Advertising Media Planners - Creatives

Plan creative strategy

e.g. define benefits and conceptualise ideas, positioning and placement possibilities, copy or visual themes, sequential or linear strategies



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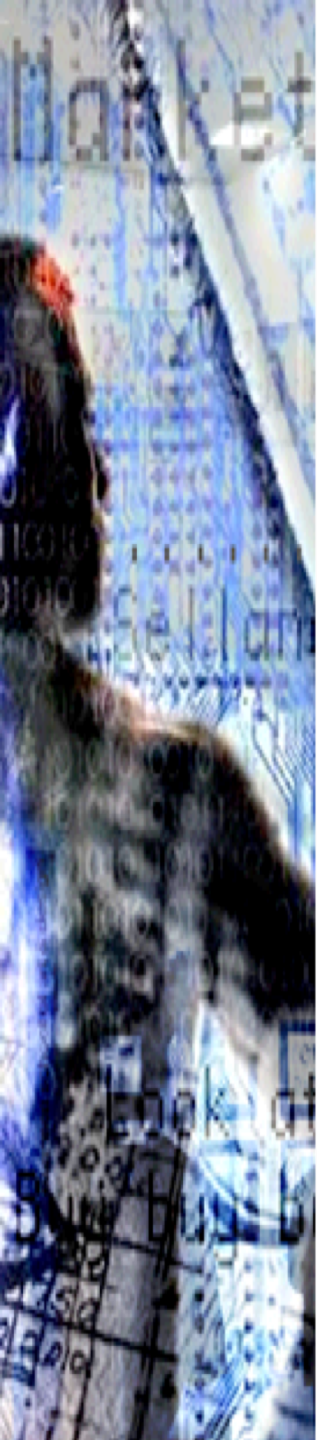
Marketing

Analysis

Creative

Media objectives

i.e. to translate the analysis, marketing and creative into potential goals within budgets and recognised constraints



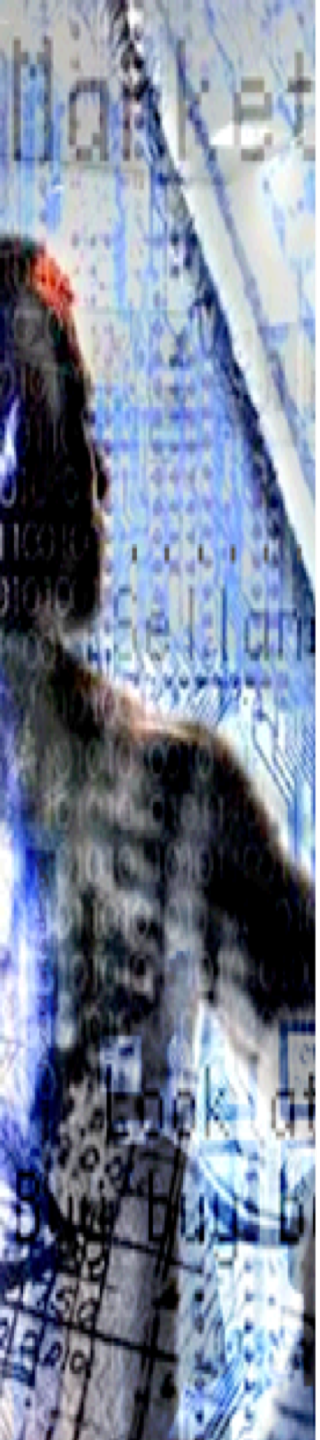
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Media objectives

Media selection

Considers potential audience size and potential impact of alternative media choices



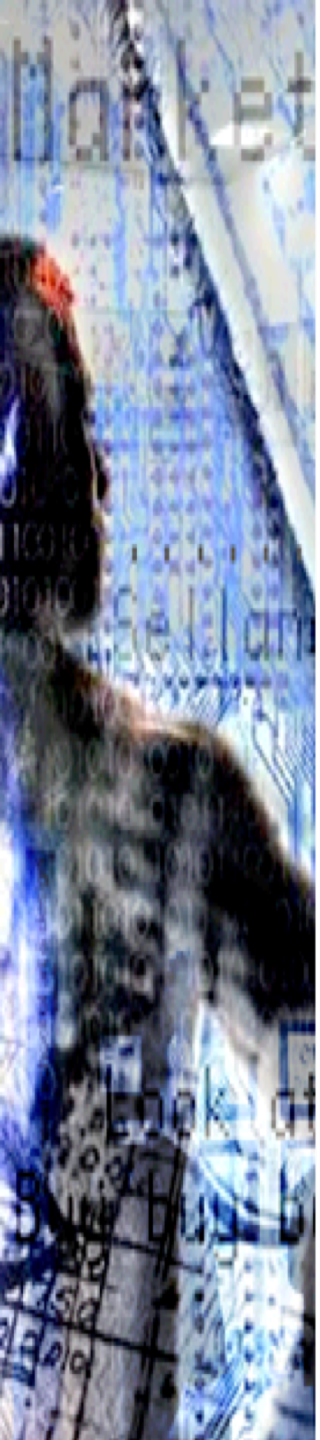
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Media selection

Refine creative

Considers the potential ways of developing the creative output for the range of media selected

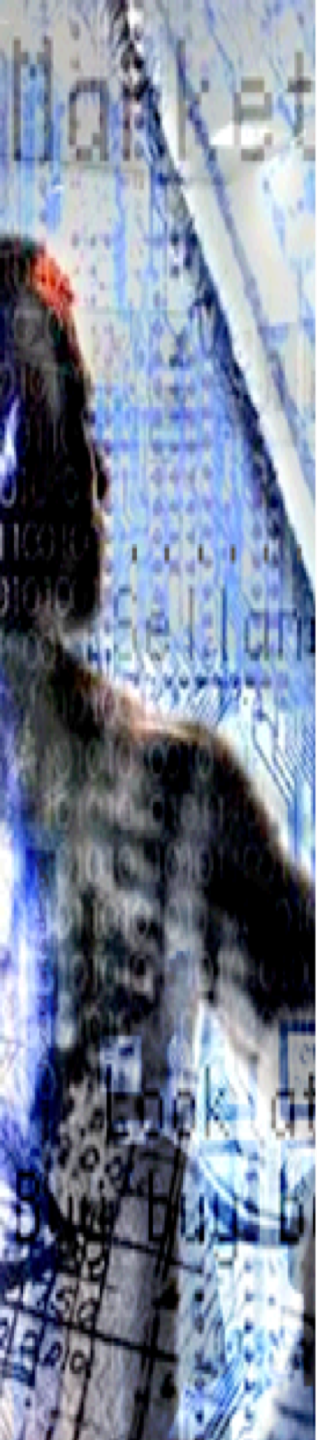


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Final
Broadcast considerations

Sponsorship deals? Frequency of ads? Time scheduling of ads? Placement to programming opportunities etc., etc.

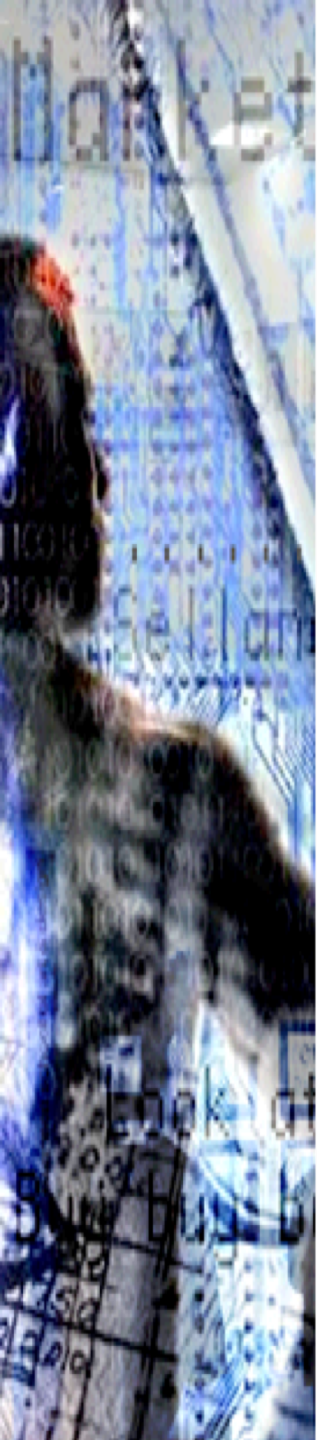


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Final
Print considerations

Number of ads? Frequency of ads?
Location of ads including (in or out)?
Placement and location choices within frequent publishers etc., etc.

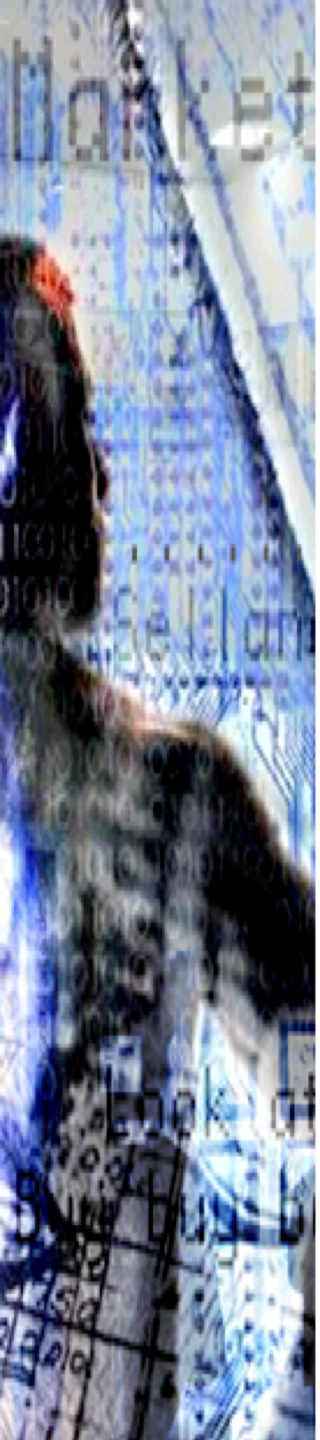


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Final
Ambient / Viral / Environment considerations

Location and placement for billboards, posters, virals, and any other media that supports the Strategy and Media objectives



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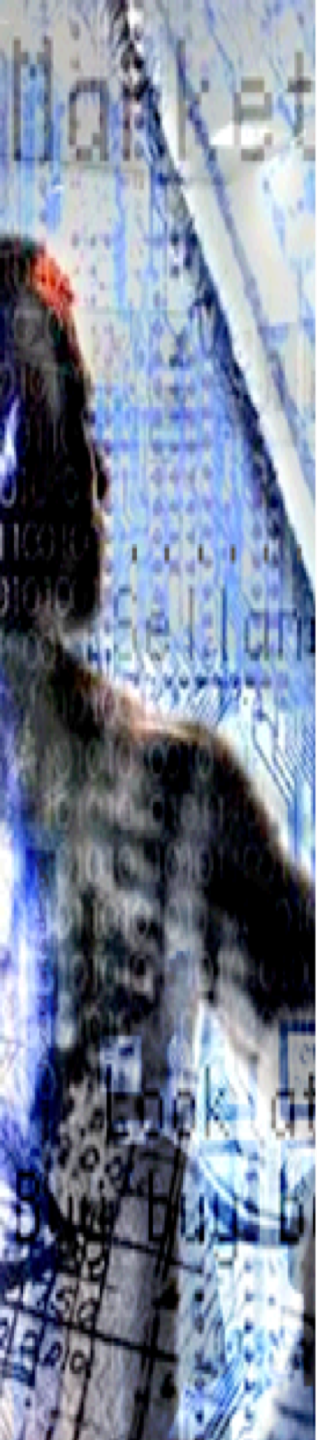
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New Media specialists???

Multimedia designers for DVD / Games

TV titles / intro design art

Internet design and layout companies



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Your task

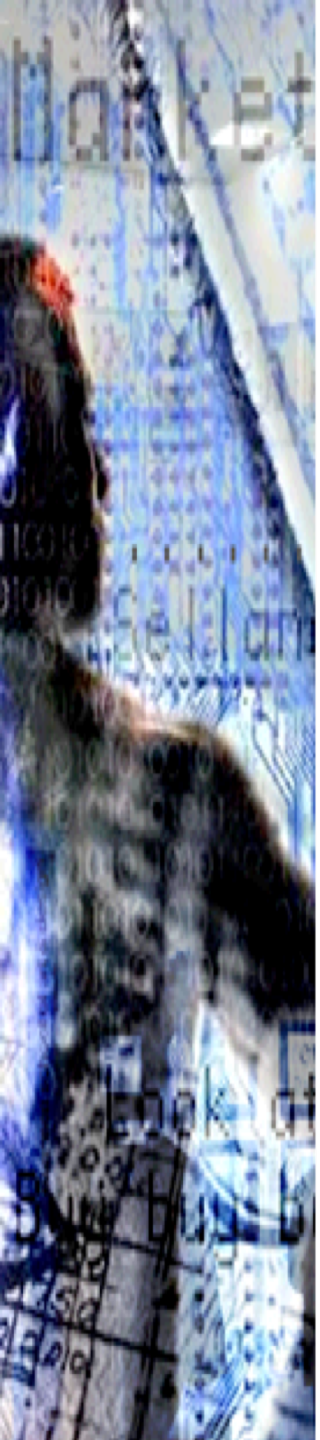
Include this information in your diary

Suggest a section on new media contacts

Suggest other alternative and useful contacts

Start building a database of contacts

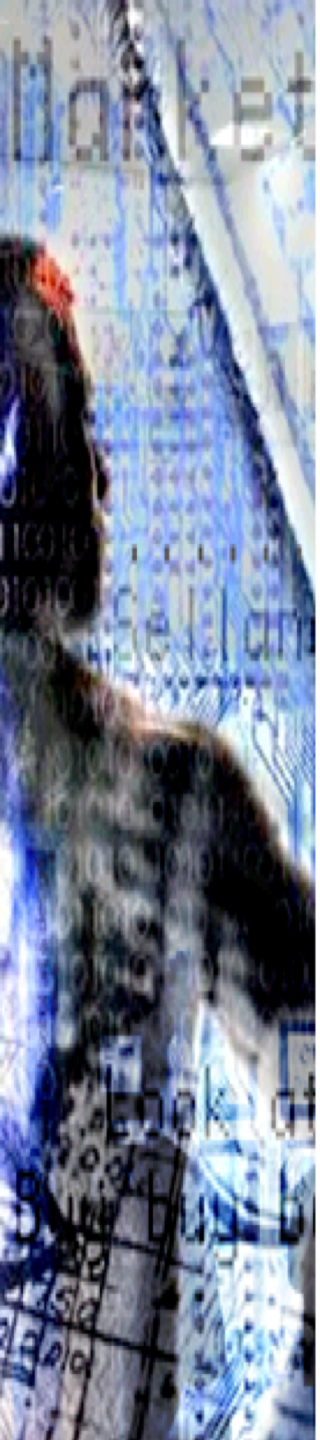

WARNING
Busy Slides Alert!



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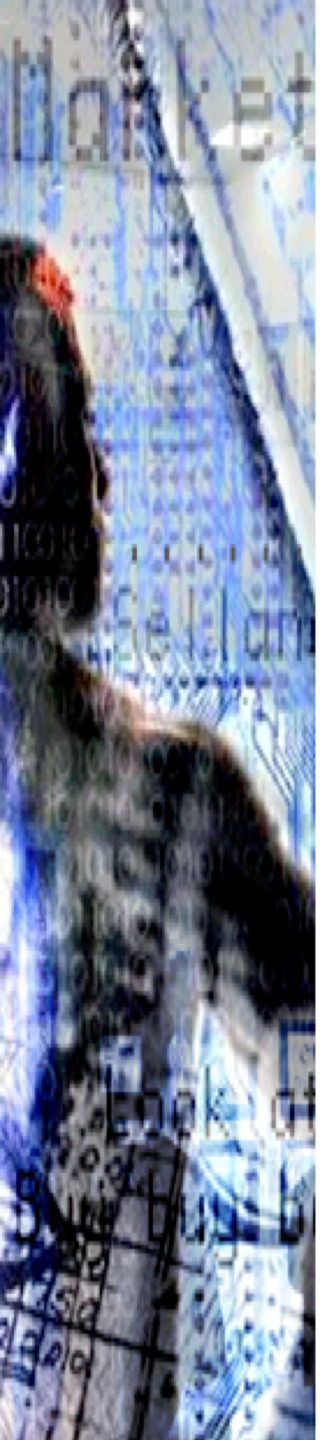
Unfortunately, every year thousands of people apply for jobs that they have not researched properly... Inevitably, they are rejected by employers, without even being interviewed.
You need to be very well informed, extremely realistic, and knowledgeable about the work area that you decide to focus on



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Every job involves a range of tasks and responsibilities. You can find out more about individual jobs by reading background books on your chosen area of the industry...
You can gain an insight into your actual suitability for any job by thinking what sort of people you would select if you were in recruitment.

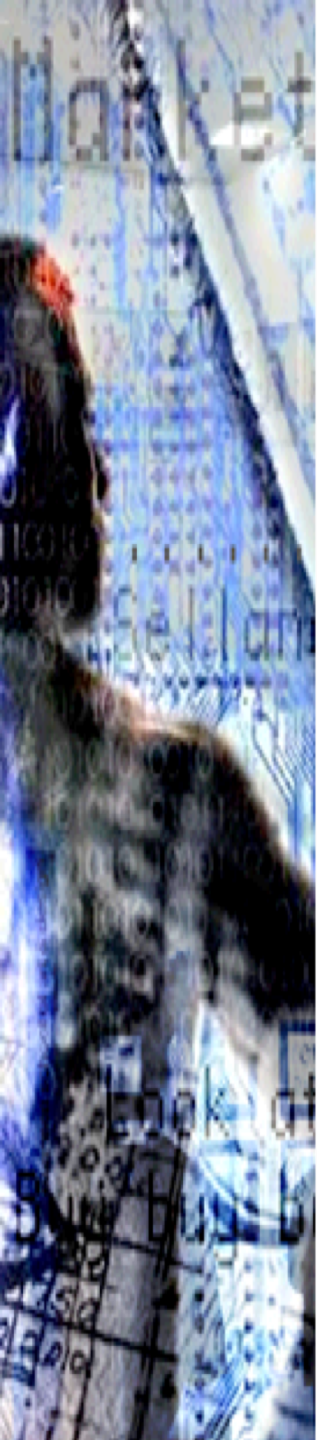


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essential skills include:

Creativity
Good communication skills
Problem-solving/lateral thinking
Reliability
Tenacity
Common sense

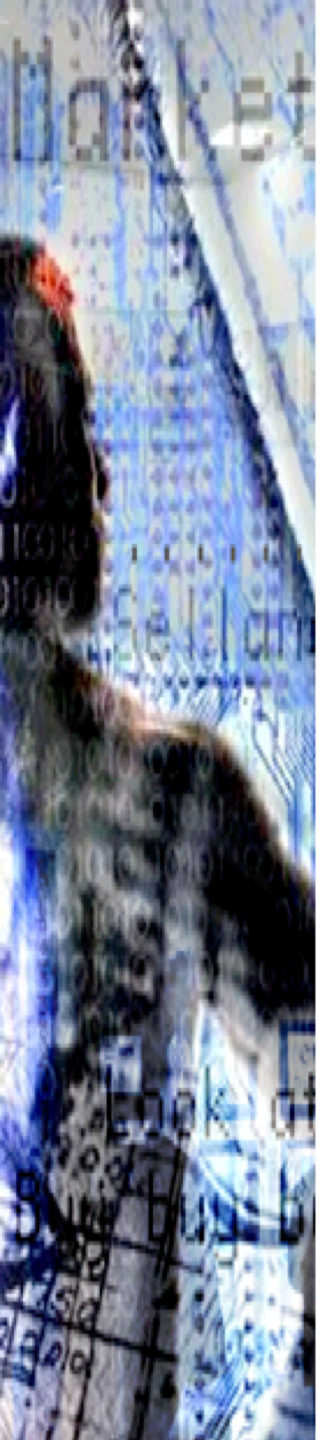


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The most important is the ability to:
… establish and maintain good working 'relationships' …

Nick Park (on getting a creative job)



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Contacts in the world of Design



Know your place in the machine!