

approving artwork

think
CREATIVE



what to check for?

Checking artwork for final approval before it goes to print can be a daunting task, however an extremely important one. Thorough proofing can save both time and money on re-prints and design.

Think would like to share their experience and assist you with a checklist of the most common items that get over looked.

...when checking artwork it is always best to print it out rather than checking it on screen; as it is easier to mark out any corrections and see any faults....

think's approving artwork check list

figures and numbers

Figures are very hard for Think to double check, and the most common area for mistakes to be made, it is crucial that they are correct. Check everywhere you have made reference to a figure, it maybe a sponsors phone number, call it make sure it is still correct!

phone & fax numbers emails websites & links prices (with or without gst?) percentages / financial figures

spelling

Spelling is one of the most important areas to check. Think do take every care possible to ensure that all spelling is correct before we send it to you for your approval. However words that are easily over looked are words or abbreviations that are specific to your business.

are all abbreviations correct names of other businesses terminology specific to your business

images

printed artwork When checking images on the pdf for approval it is important to be aware that they are not set up for print, they may appear at a lower resolution, but it is important to check the following:

- are all photos in the right location / do they match the text relating to it
- is the image colour correct - black & white - 2 colour or full colour
- is the image cropped in the desired way? is the image the desired size?

web / multimedia When checking images on web or multimedia designs it is important to be aware that this is who they will appear.

- does the image pixelate? are all photos in the right location / do they match the text relating to it
- is the image cropped in the desired way? is the image the desired size?

colours

Are all the colours correct? As you know for printed artwork the colours may vary slightly on screen to what is printed, but it is still important to check that the colours of logos and other elements are correct.

at think we take every care possible when creating your artwork that is correct, in some areas we do require our clients to assist in our proofing.



how to approve

approving pdfs

The easiest and quickest way to approve artwork with Think is via email.

We will send you a pdf visual of your artwork in an email. The pdf that is attached for your approval will have an approval stamp at the bottom as a disclaimer. It will look like the one to the right it contains the job number and the revision number, which are handy to note when talking to Think about the pdf.

To **approve** simply email Think back the pdf and state your approval.

To make **amendments** email think back with the changes you would like clearly outlined.

PLEASE PROOF ARTWORK CAREFULLY

Please check the above carefully for any errors. Whilst every care has been taken to ensure accuracy please double check all elements and details, in particular all phone numbers and figures. As Think Creative cannot accept responsibility for any errors not noted before final approval.

To Approve this version of artwork please email written approval to Tina Grimwade at tina@think-creative.com.au

JOB No. XXXX Rev: XX



PLEASE PROOF ARTWORK CAREFULLY

Please check the above carefully for any errors. Whilst every care has been taken to ensure accuracy please double check all elements and details, in particular all phone numbers and figures. As Think Creative cannot accept responsibility for any errors not noted on this proof.

Authorised to go to print. Please sign below.

Revised proof required. Do NOT sign below.

DO NOT SIGN OFF IF YOU HAVE ANY CHANGES

Please note that Think Creative is unable to proceed with our work until this proof has been signed and returned to us.

Date: ____ / ____ / ____

Time: _____

JOB No. XXXX FINAL PROOF

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approving proofs ...and what to look for!

When a printed proof is required Think will place an approval sticker on the proof for you, like the one to the left.

To **approve** simply sign and make arrangements with Think to courier back the printed proof to the Think office.

To make **amendments** contact Think and let us know what you would like amended without signing the printed proof.