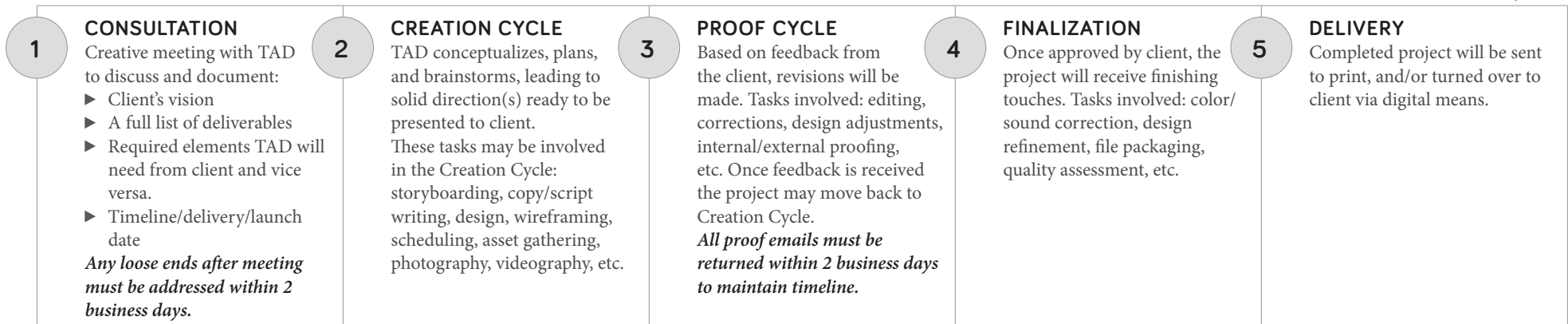


PRODUCTION SCHEDULE

	PROJECT SIZE			
	SMALL	MEDIUM	LARGE	EXTRA LARGE
EXAMPLES Note: Projects may have varying degrees of complexity and scope. Project timelines are to be considered on a case-by-case basis.	<ul style="list-style-type: none"> ▶ Update an existing design piece with minimal revisions ▶ Photography for a specific purpose ▶ Write short news/event announcement or staff bio ▶ Fix broken website functionality 	<ul style="list-style-type: none"> ▶ Design a new poster, flier, OR postcard ▶ Event photography ▶ Write a feature article or story ▶ Develop custom website feature/functionality 	<ul style="list-style-type: none"> ▶ Design entirely new event/program campaign <i>with several deliverables</i> (poster, flier, and postcard) ▶ Create new booklet/brochure <i>requiring the coordination of multiple teams</i> (i.e. writing, photography, and design) ▶ 30-90 second video 	<ul style="list-style-type: none"> ▶ Design/create entirely new event/program campaign <i>with several deliverables AND requiring the coordination of multiple teams</i> ▶ Website redesign ▶ 90+ second video ▶ Design new logo
CONSULTATION	2 WEEKS before delivery date	4 WEEKS before delivery date	6 WEEKS before delivery date	8 WEEKS before delivery date
FIRST PROOF TAD presents first proof, initiating the Proof Cycle (see below).	1½ WEEKS before delivery date	2½ WEEKS before delivery date	4 WEEKS before delivery date	5 WEEKS before delivery date
FINALIZATION Client approves the completion of project (see Finalization, below).	½ WEEK before delivery date	1 WEEK before delivery date	1 WEEK before delivery date	1½ WEEKS before delivery date

THE LIFESPAN OF A PROJECT



IMPORTANT NOTE

DELAYS DURING THE PROOF CYCLE WILL DELAY THE DELIVERY DATE.

Factors that may impact the production schedule: poor communication, multiple points of contact, requesting changes after approval, requesting project without a clear vision, etc.