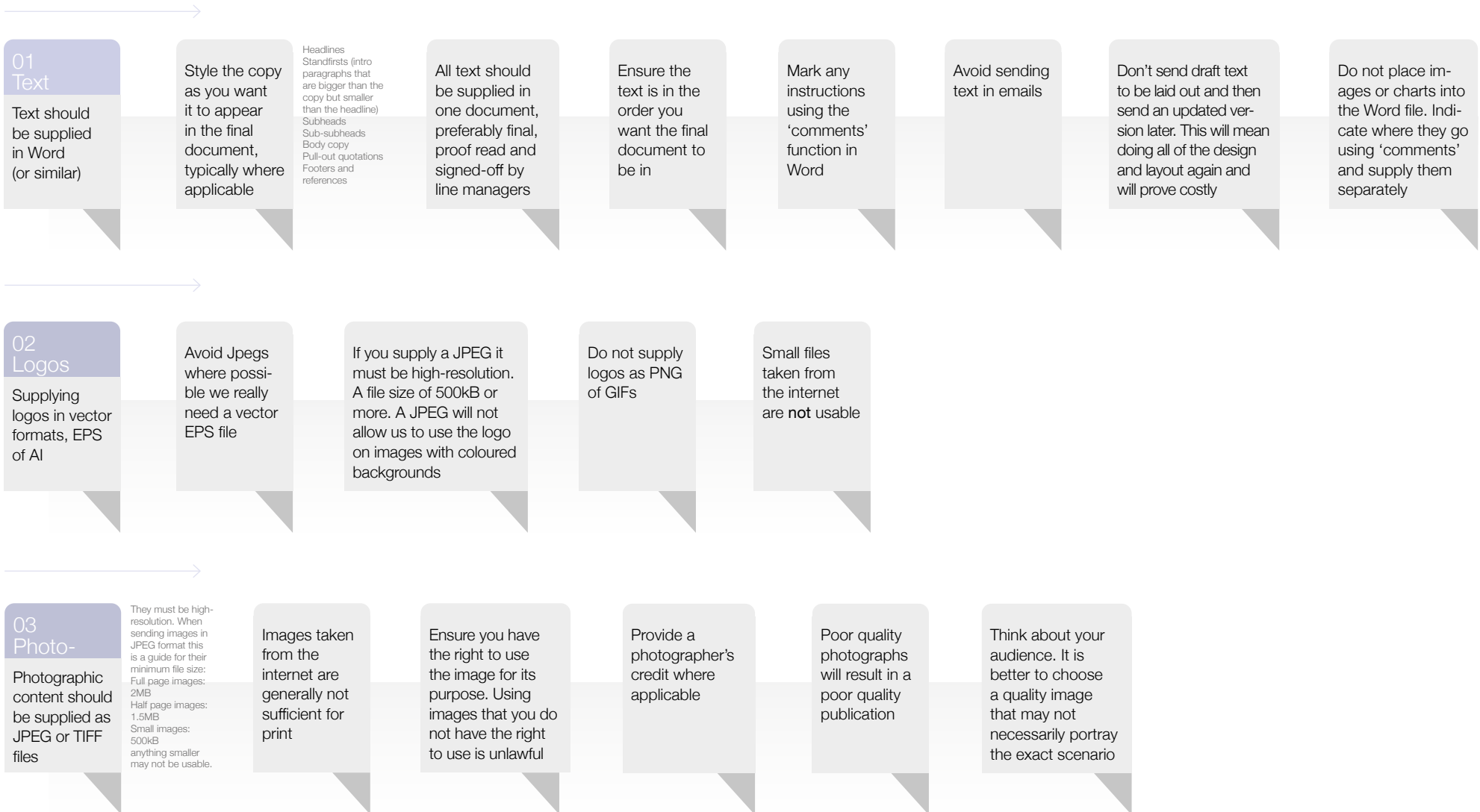# Navig8

Content supply and managing revisions
Process Overview

This document aims to help clients get the best value, speed and accurate proofs when they commission a designer.

Following this guide will save you money and deliver your project sooner.

Supplying content in the right way, will save you money and give you the best result.

Content supply and managing revisions
Process Overview

01 Text

Text should be supplied in Word (or similar)

Style the copy as you want it to appear in the final document, typically where applicable

Headlines
Standfirsts (intro paragraphs that are bigger than the copy but smaller than the headline)
Subheads
Sub-subheads
Body copy
Pull-out quotations
Footers and references

All text should be supplied in one document, preferably final, proof read and signed-off by line managers

Ensure the text is in the order you want the final document to be in

Mark any instructions using the 'comments' function in Word

Avoid sending text in emails

Don't send draft text to be laid out and then send an updated version later. This will mean doing all of the design and layout again and will prove costly

Do not place images or charts into the Word file. Indicate where they go using 'comments' and supply them separately

02 Logos

Supplying logos in vector formats, EPS of AI

Avoid Jpegs where possible we really need a vector EPS file

If you supply a JPEG it must be high-resolution. A file size of 500kB or more. A JPEG will not allow us to use the logo on images with coloured backgrounds

Do not supply logos as PNG of GIFs

Small files taken from the internet are **not** usable

03 Photo-

Photographic content should be supplied as JPEG or TIFF files

They must be high-resolution. When sending images in JPEG format this is a guide for their minimum file size:
Full page images: 2MB
Half page images: 1.5MB
Small images: 500kB
anything smaller may not be usable.

Images taken from the internet are generally not sufficient for print

Ensure you have the right to use the image for its purpose. Using images that you do not have the right to use is unlawful

Provide a photographer's credit where applicable

Poor quality photographs will result in a poor quality publication

Think about your audience. It is better to choose a quality image that may not necessarily portray the exact scenario

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04
Data, charts and

Supply data for charts in an Excel file, not as graphics, although it can be handy to have both

Like this:
Title: What are the benefits of supplying data correctly
Saving on cost: 40
Eliminating errors: 30
Reducing client workload: 20
Avoiding confusion: 10
This will give you a pie (or any type of chart)

Make sure the data is final and signed off.

When we design a chart, we separate the data from the design. If that data changes, we have to recreate the chart again, it will not update automatically

Reference where the charts go in the text using 'comments'

Ensure any references and sources are included

Financial and accounts data should be supplied in Excel, with content in individual cells

Tables can be supplied in Word or Excel

Do not supply any data that needs to be typed in, this will undoubtedly lead to errors

05
Emails

Avoid sending multiple emails, it slows things down and creates confusion

Gather your content together and use wetransfer.com to send it in one go

Designers often work on multiple projects and can easily lose track, consolidate revisions, comments into one email at milestone stages

06
Revisions

Typically your estimate will include a set amount of revisions. Anything outside of that is additional work

Gather up all of the amends from all of the stakeholders and mark them on a PDF using the 'stickies' functionality and send them in one iteration

Sending revisions piecemeal can cause them to be overlooked or misunderstood

File extension	Description	Where typically used	Potential problems
.dox or .docx	These are Word files	Content supply	Please ensure 'track changes' have been accepted
.xls	Excel files	Supplying data	Do not supply text in excel
.ind or .idml	InDesign files, .idml being a format that allows earlier version to open the files	Exchange of professional design files	They should be accompanied with all associated files using the 'package' process
.pdf	Stands for 'Portable Document Format'	A universal format, used for proofing and supply of adverts to be inserted into documents	We cannot edit a PDF or extract content from them
.jpg or .jpeg	Primarily used for images/photographs	This format compresses the quality of an image to make it manageable	Don't supply logos as jpeg if at all possible
.tiff	Image file format, typically a photograph	High quality photographic images	File sizes can be large but quality good
.png	Image format	Used mostly for web and digital projects. It allows you to have a transparent background	Logos downloaded from the internet in .png format are not suitable for print
.gif	An image file	They are typically used for animations, like online adverts	They have a limited colour range, so can look poor. Logos downloaded from the internet in .giff format are not suitable for print
.csv	A data file, usually exported from Excel or a database	Used for importing and exporting data	These files can include data that is not required for a particular purpose and require 'cleaning' or exporting within set parameters