

SERIOUS job sheet



Job No & name: _____

Account Manager (job handler) _____ Date _____

1. Brief (including all specs/size/tech info for piece)

2. Waypoint 1 (please complete sheet overleaf)

Has this been completed before first client proof?

Who by?
 Account Manager: _____
 Creative/brand guardian: _____
 Artworker: _____
 File name of proof: _____
 Date: _____

3. Waypoint 2 (please complete sheet overleaf)

Has this been completed before final client sign off?

Who by?
 Account Manager: _____
 Creative/brand guardian: _____
 Artworker: _____
 File name of proof: _____
 Date: _____

4. Internal Artwork Approval

In order to complete the internal approval procedure one approval signature must be obtained for each ticked section (1 to 6) of this form. For each section appropriate signatories are listed. The same signatory should not appear twice.

1: Originator

I hereby declare that this artwork/creative work is correct.

Name _____

Rejected Approved

Date _____

2: Proof Reader

I hereby declare that this artwork/creative work is correct.

Chris Steph Anna

Rejected Approved

Date _____

3: Job Handler

I hereby declare that this artwork/creative work is correct and that I have obtained all the required internal and external approval signatures.

Name _____

Rejected Approved

Date _____

4: Artworker (second pair of artwork eyes)

I hereby declare that this artwork/creative work is correct.

Name _____

Rejected Approved

Date _____

5: Senior Creative

I hereby declare that this artwork/creative work is correct.

Chris Lazo

Rejected Approved

Date _____

6: Accounts Team 2nd signature

I hereby declare that this artwork/creative work is correct and that I have obtained all the required internal and external approval signatures.

Rejected Approved

Date _____

5. Printer's proofs checked? Wet/digital/PDF (please indicate)

Has this been completed before final piece is delivered?

Who by?
 Account Manager: _____
 Creative/brand guardian: _____
 Artworker: _____
 Printer's file name of printer's proof: _____
 Date: _____

Has the client been sent this printer's proof?

6. Notes (any useful and supporting comments)

Waypoint 1 – design/brand checklist

Overview

- Check document/file is set up to the correct size **THIS INCLUDES THE RIGHT DIMENSIONS ON THE RIGHT X & Y AXIS** (right way up)
- Check format works – do dummy/print mock-up if complex piece
- Correct number of pages (e.g. multiples of 4 for saddle stitched etc)
- Client brand guidelines, rules and house styles have been taken into consideration i.e. **LOGO SIZE/SAFE ZONE, COLOURS, TYPOGRAPHY, COPY RULES** - check against brand guidelines
- CONTACT DETAILS, CTA**, all **DATES** etc are all correct for this piece

Images/graphics

- Are images correct/relevant to course and or region piece will be live in
- Check use of Royalty Free and Rights Managed images, indicating costs to client
- Ensure there is no graphical movement between pages
- Check safe zones around logos and logo size

Colours

- Check colours comply with brand guidelines
- Are colours correct for the respective subject or course and previous material in this suite
- Check that accent/tint colours follow convention

Copy/Typography

- Spell check
- 'House rules' for copy are correct
- Fonts comply with brand guidelines
- Consistent typography – space after, leading, kerning, text wrapping is neat, hierarchy of headers and subs.
- Bullet point indents are all correct (take special care with single to double digit referencing)

Waypoint 2 – pre-delivery checklist

Overview

- Run 'Package' in InDesign – all OK? **IMAGES LINKED, CMYK** and **300 dpi/ppi, FONTS LOADED** etc
- Check document/file is set up to the correct size **THIS INCLUDES THE RIGHT DIMENSIONS ON THE RIGHT X & Y AXIS** (right way up)
- 3mm bleed (unless spec states otherwise)
- Check format works – do dummy/print mock-up if complex piece
- Consistency of page numbering
- Correct number of pages (e.g. multiples of 4 for saddle stitched etc)
- All items on paste board have been deleted
- CONTACT DETAILS, CTA**, all **DATES** etc are all correct for this piece
- Check – has **ANYTHING SIGNIFICANT** changed since this job started?

Images/graphics

- Pixel dimensions of all images are good enough for print. Scale percentage in InDesign is not exceeding 130%
- Retouching including name badges on uniforms/company names etc
- All third party brand logos have been removed/hidden from products etc
- Stock shots are purchased and hi res images are in place and have ref in file name
- Ensure there is no graphical movement between pages
- Check safe zones around logos and logo size

Colours

- Delete any unused colours
- All colours CMYK unless specials/spots/cutters/varnish are required **SEE PRINT SPEC**
- Check that accent/tint colours follow convention

Copy/ Typography

- Spell check
- Remove double spaces (find and replace check)
- Correct usage of hyphens and n-dashes (find and replace check)
- All quote marks single (find and replace check)
- Special arrangement of upper and lower case taken into consideration i.e. MSc not MSC
- Ensure sentence case/title case follows house style
- Check that web addresses are correct
- Only use 'http://' where necessary and don't end web addresses with '/'
- Consistent typography – space after, leading, kerning, text wrapping is neat, hierarchy of headers and subs.
- Bullet point indents are all correct (take special care with single to double digit referencing)