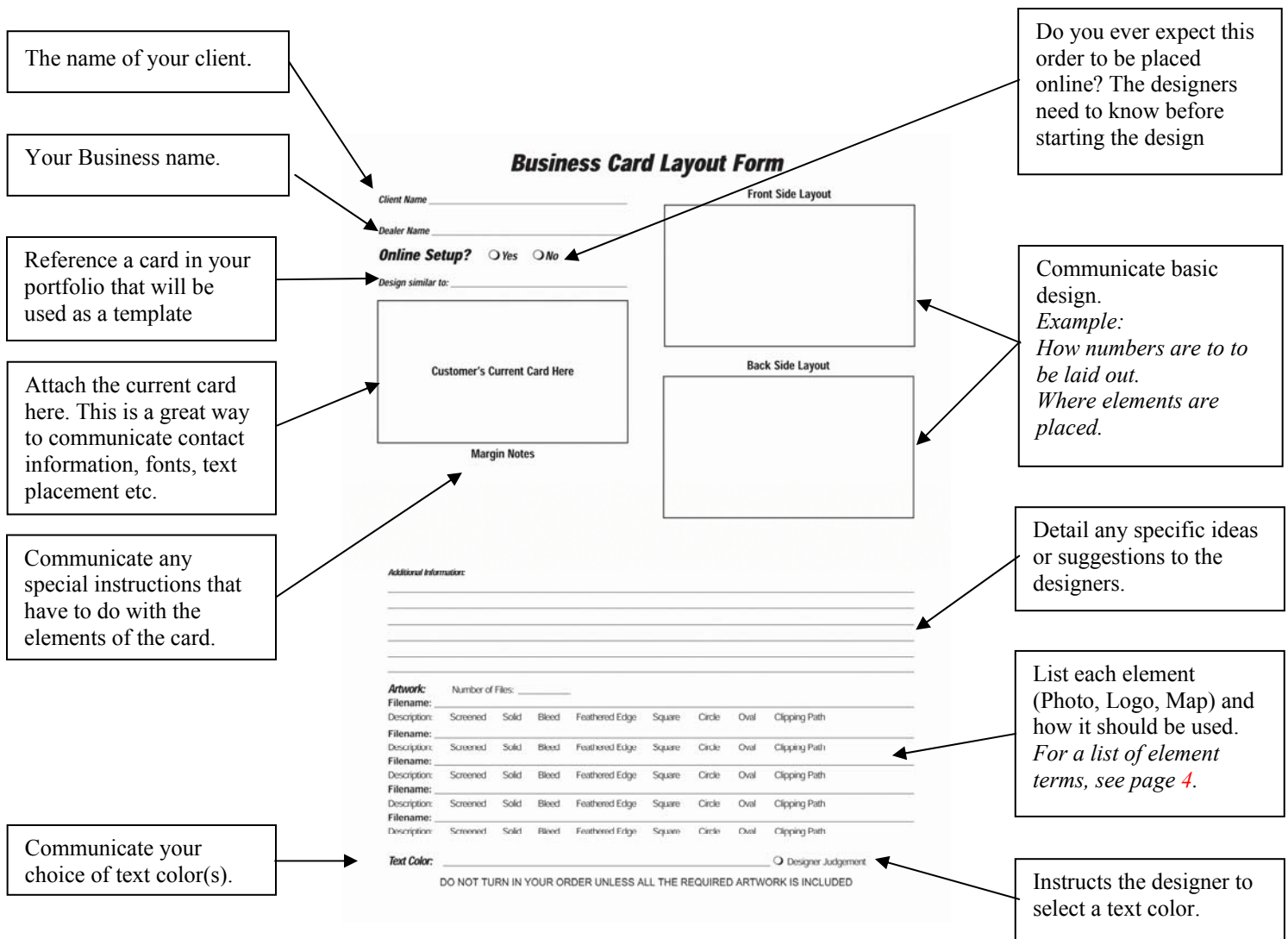


Using the Layout form

Simplified design

The idea behind this form is to pass your clients information to the designers without going into great detail. This leaves the designers free to add their creativity to the design and create a visually impressive card that meets or surpasses your client's expectations. During the sales process you will communicate that the design will be *similar* to one of the cards in your portfolio, but you will not go into great detail about what the final product will look like. This way, you can quickly and easily get your client to envision their card design without having to sit down and hammer out every single detail. Since you have not detailed exactly what the final product will look like, your client will be much more likely to approve their very first proof!

The Parts of the Layout form



Using the Layout form

Collecting information for the Layout Form

Before you can fill out the Layout Form, you will need to collect all of the design elements (Photos, Logos, Maps) that will be used on the card.

In this example we will collect 2-photos and 2-Logos.



This photo shows the building clearly, but the sign had a tree obstructing it.



A second photo was required to clearly capture an image of the sign.



Both logos need to be collected and uploaded to the portal.

The customer also communicated:

During the sales process the customer also communicated some additional information that needs to be included on the card, and therefore must be included on the order form:

1. The franchise name: Brooklyn Park Tire and Auto.
2. Employee name(s).
3. Address.
4. Phone and Fax numbers.

Using the Layout form

Communicating the Layout

Here we have filled out the Layout form and are ready to submit the form with the design elements to the Portal. In the text below we will explain why we included the particular pieces of information.


Business Card Layout Form

Client Name Goodyear - Brooklyn Park Tire & Auto Front Side Layout

Dealer Name Business Card Experts

Online Setup? Yes No

Design similar to: Goodyear - Rosemount Tire & Auto



Margin Notes

photo #2 - sign - needs to be to right side of building.

Photo # 1

Photo # 2

Back Side Layout

Additional Information:

Layout Logos and Text Information Similar placement to their current card

Sample Attached

Artwork: Number of Files: 4

Filename: <u>Goodyear Logo</u>	Screened	Solid	Bleed	Feathered Edge	Square	Circle	Oval	Cutting Path
Description:								
Filename: <u>Gemini Logo</u>	Screened	Solid	Bleed	Feathered Edge	Square	Circle	Oval	Cutting Path
Description:								
Filename: <u>photo # 1</u>	Screened	<u>Solid</u>	Bleed	Feathered Edge	Square	Circle	Oval	<u>Cutting Path</u>
Description:								
Filename: <u>photo # 2</u>	Screened	<u>Solid</u>	Bleed	Feathered Edge	Square	Circle	Oval	<u>Cutting Path</u>
Description:								

Text Color: Black or Blue Designer Judgement

DO NOT TURN IN YOUR ORDER UNLESS ALL THE REQUIRED ARTWORK IS INCLUDED

Online Setup: This card is marked “No” for online setup. This means that the client does not want to be setup for online reordering and does not anticipate moving this order online later.

Design similar to: We have referenced Goodyear - Rosemount tire & Auto.



This reference tells the designers what you want the card to look like. This does not mean that the card will look exactly like this. In this case the designer can see that the building is the center focus of the card and the rest of the design was built around it.

Current Card: For this Goodyear card we are putting together it is important because their current card may have elements that are being referenced to in the additional instructions section. The customers current sample card also helps the designers by giving them something they can see. Anything they have as a visual reference always helps.

The Margin Notes: Used to write any special instructions to follow that have to do with the elements of the card. On this card the designer was instructed to place the photo of the sign on the right side of the building. Sign placement needed to reflect actual location of sign.

Additional Instructions: Communicates that the customer is expecting the text and logos will be placed close where they are on their current card.

Artwork: List any Elements (logos, photos, maps) that are used in the design of the card. This card has 4- elements (2-logos and 2-photos). The descriptions (screen, circle, oval, etc.) are circled if you are giving more precise instruction to the design.

Text color: The client will be happy with Blue or black text. In this example we are allowing the designer to choose which looks best.

Using the Layout form

Element terms defined:

Clipping Path:

A cropping term used to communicate that you want to “cut-out” an irregular part of the image. A clipping path has a sharp, defined edge. When requesting a clipping path, please upload an example detailing the path outline.



Cropping

A term that indicates that only part of the image will be used in the final design. Circle, Square, oval, and clipping path are frequently requested image crops.

Feathered Edge:

An optional way to soften the edge of an image. A feathered edge may be applied to a whole or cropped image.



Screening:

A method of lightening the image by varying its opacity. Screening an image makes the image less dominant. It is best to let the designer determine the amount of screening that is best for your card design. Solid is a term to refer to zero screening.



Bleed

Refers to how the image overlaps the edges of the card. Keep in mind that an image that “bleeds” will have part of the image cut off when the card is cut to size. If you do not bleed an image over the edge of the card, slight deviations in the cutting process may cause white lines on the edge of the card where the image stopped and the white card stock began.