

PROJECT **1****PLANNING: ESTIMATES/BUDGETS**

Score = 15 points

PROJECT OBJECTIVE

Quality is best achieved when product *expectations are clearly defined in the planning stages!* Planning ahead and working with your prepress service provider and printer influences both the quality and the cost of your final product. Quality implies the ability of a product or process to meet expectations. A good product may not meet quality requirements if the customer expected more. A product that greatly exceeds expectations may be too expensive for cost efficiency.

One way of planning for a job is to develop a **budget**. What you can do with your printing project is largely determined by how much money you can spend. If you expect a fast turnaround and high quality at a low cost, be prepared to make some compromises.

GOAL

The goal of this assignment includes:

1. Understanding the components needed to produce a printed project.
2. Preparing and developing a budget for various design and layouts considerations.

PROJECT CRITERIA

- Find two “challenging” printed pieces. For example, a multiple page booklet; folder, poster, CD cover, a multiple component piece, etc.
- The layouts must be approved by the instructor.
- Develop a list of budgetary considerations for each printed piece. ***Be very specific and detailed.***
- Type your list (bullets) of considerations on a 8.5”x11”. Use Helvetica at 1” margins.

Note: I do not need specific prices/costs.

COURSE TEXTBOOKS

- Johansson, Kaj; Lundberg, Peter; and Ryberg, Robert: A Guide to Graphic Print Production. John Wiley & Sons, Inc., 3rd Edition, 2011
- Romano, Fran (ed.): Pocket Pal: The Handy Book of Graphic Arts Production. International Paper Company, 2007.

RECOMMENDED TEXTBOOKS

- Bann, David: The All New Print Production Handbook. Watson-Guptill, 1st Edition, 2007
- McCue, Claudia: Real World Print Production with Adobe Creative Cloud. Peachpit Press, 1st Edition, 2013

RESOURCES

United States Postal Services:
<http://pe.usps.com>