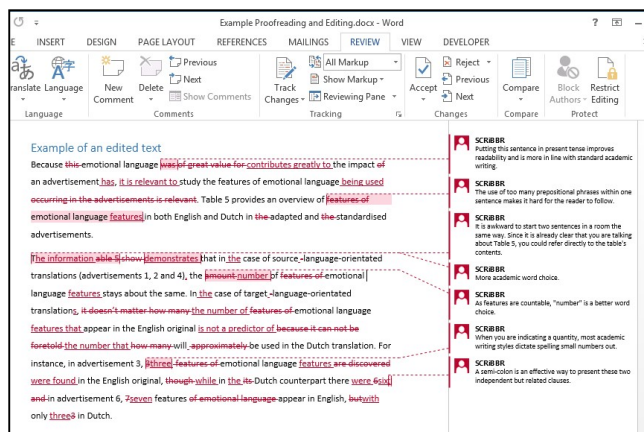


Working remotely with a graphic designer on Fire Prevention Materials

Your request needs to be very specific, since the designer is not there to see and discuss what you need.

Work can begin AFTER you provide the following:



Finalized Text

This means it has **been developed, approved and proofed** by everyone, then sent as an attachment in a Word document. (use a check off list to make sure all approval is completed)

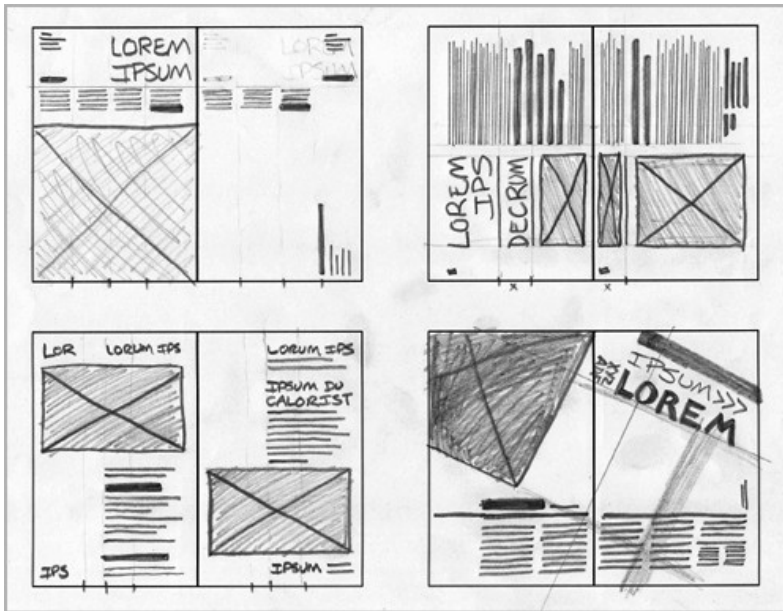
For example: Decide if will you use Fire Bans, Fire Restrictions, No Fires. A text or phone call is easy to misinterpret, so send an email and attachment.



Provide A Visual Sample

Provide visual sample of what you want. You can send a file, screen shot or a photo that gives the designer a starting point.

Even if it is something already done, the designer will need either a file name or a visual because there might be many versions of that design in so many different databases. Even something as simple as “that campfire ban sign” could mean looking through many versions.



A Rough Sketch

Doing a rough sketch will help you remember the elements you need to incorporate in a design, giving the designer a good starting point.

Mark Up Changes

Mark up an existing product with changes by using comments on a pdf file, PowerPoint notes or Word comments.



Be sure everyone agrees to the changes! Check list for approval from team members.

Artwork and Photos

A visual sample or even a description will help. Get everyone's approval before sending it to the designer.



Examples:

Campfire: Rock ring or metal ring, bare earth

Vegetation: Leaves or grass

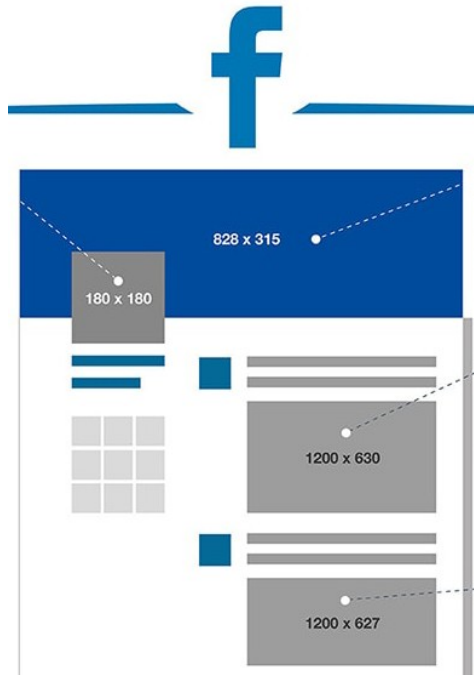
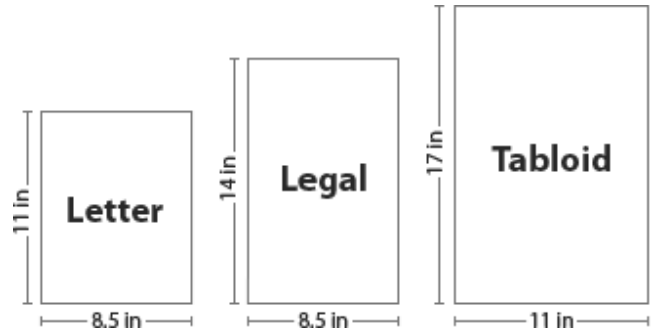
Trees: Evergreen or hardwoods

Landscape: Mountain, desert, forest

Smokey: Vintage or modern

When sending artwork, send the original jpg, tiff, png, pdf or eps as an attachment. Do not copy and paste it into a Word document or email message.

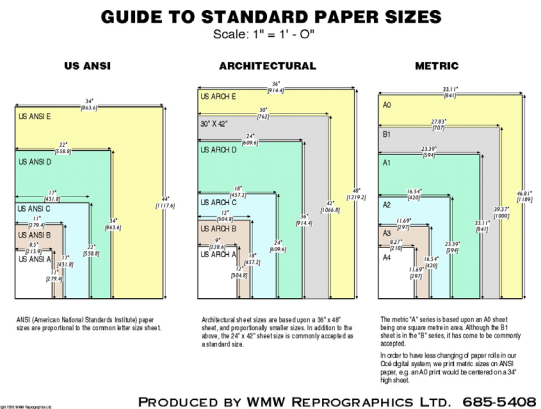
Sizes and Dimensions



Include what size you need it to be, and whether it is vertical or horizontal.

Social media image sizes also have standard sizes for different products. Specify which social media so the optimum size will be used.

Plotters have standard sizes, along with brochures, banners, signs and displays.



Changing the size after design has been completed is not just a matter of a mouse click or two. **It often means re-arranging the whole design.**

File Format and Software

Tell the designer up front if you have software preferences.

Web, copier, digital printing: *Publisher, PowerPoint, Word. You can edit then Save As a pdf.*



Government Publishing Office, offset print shop, sign company: *Illustrator, PhotoShop, InDesign.*

Changing software mid-project takes time. It is not just a matter of copying and pasting. For example, if it is going to GPO, the designer uses InDesign. If you decide you want it in PowerPoint or Word instead so you can edit, the designer has to convert it to PowerPoint. Then after your edits are made, the designer will have to convert it BACK to InDesign before sending it to GPO. **This is difficult and impacts artist's time.**



Contact Information and logos

Tell the designer exactly what contact information and agency and cooperator logos will be needed, because that space must be planned for in the design.



If you begin the design with one simple logo, then at the last stage of design add more information like additional logos, website, Twitter and Facebook addresses and a QR code, it can cause significant changes in the layout.

 fs.usda.gov/PSICC



 facebook.com/PSICCNF

 [twitter @PSICC_NF](https://twitter.com/PSICC_NF)



Finalized Text

-  *You provided text that is completely approved by all parties.*
-  *You waited until the layout was finished and file was at GPO then made lots of text changes.*



Visual Sample

-  *You gave the designer a good idea of what you want.*
-  *You asked for a clean modern look with white space then added additional elements to fill up space.*



Rough Sketch

-  *You gave a basic idea of layout expected.*
-  *You told the designer “do what you want” then asked for major additions and changes.*



Mark Up Changes

-  *You clearly showed the changes needed before final layout.*
-  *You said “Make it look exactly like this” then changed your mind after seeing it.*



Artwork and Photos

-  *You provided a clear idea and visual samples of artwork.*
-  *You asked for major changes in style, content and color of art.*



Sizes and Dimensions

-  *You gave the designer specific dimensions and sizes.*
-  *You changed the format from vertical to horizontal, or changed the page size mid-project.*

File Formats & Software

-  *You determined the software requirements based on editing needs and output.*
-  *After layout was completed, you asked for the InDesign file to be converted to PowerPoint.*

Contact Info & Logos

-  *You decided exactly which logos are needed and contact info for layout began.*
-  *After layout was completed, you added additional logos and contact information.*

Some changes are inevitable. However, making your decisions and clearly communicating them **before the designer begins** increases efficiency and reduces mistakes.