



Steps to a Perfect Relationship
(Standard Operating Procedures)

We guarantee that these steps will save you time and money.

Thank you for choosing Vision Stream Studios for your project(s).
It is suggested to assign our team with one contact person from your staff.

1. PRE-PRODUCTION

Gather your information and see if any text or images are to be changed in your project. Obtain your team's approval/consensus as to the information before providing to our team. All elements should be up-to-date including logo, photos, copy, etc and must be provided in data form (.jpg, .tif, Microsoft Word, Excel, etc.) Of course, we can help you with all this, rather than you preparing internally, at associated costs. For a website, we have a template for your convenience.

We can then have a **production meeting** to go over the materials. This can be in-person or over the phone. It is very helpful to provide us with what you consider is GOOD and BAD – i.e. what colors, elements, etc you do like and don't like from existing material and your competitors' materials.

2. PRODUCTION - DESIGN PHASE

Our **artists begin** your customized project based on provided materials and your specifications and desires. (If you and your staff have provided everything needed, this process is very timely. Delays occur when we find that not all materials have been provided. This will also require additional project management time to attend to phone/email contact to acquire needed items.) Websites & CDs: We begin with the Home Page Design and Information Architecture.

3. 1st APPROVAL ROUND

We present you with an **approval resolution** (emailable and not printable) pdf or jpg of your design. Please gather all your staff needed in the approval process and discuss the look, layout, colors, etc. Please make all notes in a Word document. You can provide a printed copy of developing art with notes on it, however, text changes must be in data form. If all your approval staff is not available, we suggest you use one Word document and pass it to all your approval staff, so that **all suggestions/changes are in one document**.

It is extremely important for you to include all changes at this time. Please be aware that there is **one set of changes/updates included in our quotes**. We are very careful with our pre-production to save you time and money. Any additional changes after this set will be at additional associated costs. New photos or large format/copy change decisions should be made before we begin the design phase above.

Email the Word document to our staff project manager and we will have a phone (or in-person) meeting to go over your changes.

4. 2ND APPROVAL ROUND

We present you with a second **approval resolution** (emailable and not printable) pdf or jpg of your design incorporating your changes and desires. In 99% of our projects, this is the **final art approval document**. In rare occasions, clients will request additional changes at associated costs.

5. PRE-PRESS

Upon your approval of the final art, your project is put into pre-press. We are readying your document for film. You will again receive a **FINAL PRESS** approval-resolution pdf or jpg of your design. This document will appear to be exactly like the final art document above. We supply this to give you the last opportunity to change things before press. You do not need to approve this document – only to **authorize us to go to print**.

6. PRINTER PROOF

Upon your approval to go to print, your project will go to film. You will receive a “Printer’s Proof” **This is your final opportunity to make changes or catch errors**, however the costs are high. Printer staff can make errors, so please go over your project carefully – by this time you will have seen your project so many times that you may overlook something. Our staff will also look over the proof. If there is an error that is OUR FAULT, we will incur any re-filming and re-proofing costs. If the printer is at fault, he will incur the associated costs. If you make a change at this time, you will incur any costs. **IMPORTANT: if you approve this printer’s proof, we are not responsible for errors**, so please check the document carefully.

We stand behind our quotes and our products. This is creative art, so we are careful to explain the steps of the business. Problems only occur when there is deviation from the above steps.

CHANGES: Vision Stream Studios anticipates that it will be able to complete this project within the quoted cost to the client. This cost has been developed using the information known about the project at this point. If at any point during the Pre Production, Production and/or Post Production phase, client requests any change(s) to the production, a “Change Order” will be required. The “Change Order” will define any and all changes, associated cost and will require the signature or e-mail verification of the client prior to proceeding. Note that changes may also affect completion dates.

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