Ideal Communications & Marketing Production Schedule

	Teeny Project	Small Project	Medium Project	Large Project
Examples	 Marketing email Update a greeting card Update a flier using existing copy and a template 	 Redesign an existing Cascade website Design a poster Design a new flier with new photos and copy Make a 3-5 min. video with interviews 	 Design a solicitation mailing packet Create a Cascade microsite Write a story 	 Graduate school brochure Create a new Cascade website Madison Magazine Stewardship Luncheon
Creative meeting	3 ½ weeks before delivery	6-7 weeks before delivery	10-11 weeks before delivery	16-18 weeks before delivery
First proof	1 ½ weeks before delivery	5 weeks before delivery	5 ½ weeks before delivery	7-8 weeks before delivery
Approval	1 week before delivery	3 weeks before delivery	3 weeks before delivery	3-4 weeks before delivery

Creative Meeting Between You and C&M

DESIGN CYCLE

- Copywriting
- Ait direction
- Design
- Videograph
- Wireframir
- Research
- Asset gathering
- Asset gathering

PROOF CYCLE

- lirection Edi
 - Corrections
 - Design adjustments
 - Internal proofing
 - Internal prooning
 - External proofing
 - APPROVAL

PRODUCTION CYCLE

- Color correction
 - Design refinements
- Sound editing
- Codino
- Couning
- Final editing
- Deliverability and usability testing
- Timing coordination
 - Packaging for production

Release to Vendor or Back to You

Project Delivery Date

Note – Delays during the proof cycle and requesting changes after approval will impact the project delivery date