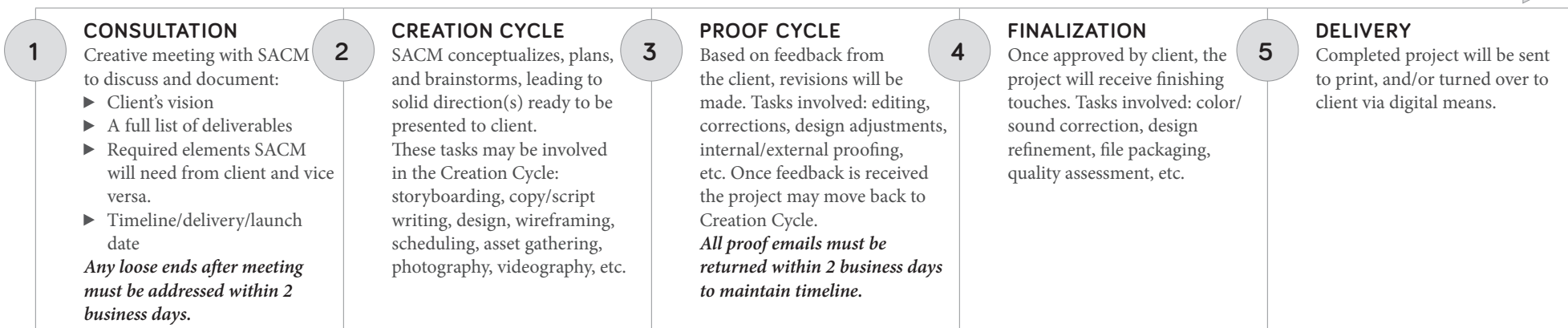


# PRODUCTION SCHEDULE

	PROJECT SIZE			
	SMALL	MEDIUM	LARGE	EXTRA LARGE
<b>EXAMPLES</b> Note: Projects may have varying degrees of complexity and scope. Project timelines are to be considered on a case-by-case basis.	<ul style="list-style-type: none"> <li>▶ Update an existing design piece with minimal revisions</li> <li>▶ Photography for a specific purpose</li> <li>▶ Write short news/event announcement or staff bio</li> <li>▶ Fix broken website functionality</li> </ul>	<ul style="list-style-type: none"> <li>▶ Design a new poster, flier, OR postcard</li> <li>▶ Event photography</li> <li>▶ Write a feature article or story</li> <li>▶ Develop custom website feature/functionality</li> </ul>	<ul style="list-style-type: none"> <li>▶ Design entirely new event/program campaign <i>with several deliverables</i> (poster, flier, and postcard)</li> <li>▶ Create new booklet/brochure <i>requiring the coordination of multiple teams</i> (i.e. writing, photography, and design)</li> <li>▶ 30-90 second video</li> </ul>	<ul style="list-style-type: none"> <li>▶ Design/create entirely new event/program campaign <i>with several deliverables AND requiring the coordination of multiple teams</i></li> <li>▶ Website redesign</li> <li>▶ 90+ second video</li> <li>▶ Design new logo</li> </ul>
<b>CONSULTATION</b>	<b>2 WEEKS</b> before delivery date	<b>4 WEEKS</b> before delivery date	<b>6 WEEKS</b> before delivery date	<b>8 WEEKS</b> before delivery date
<b>FIRST PROOF</b> SACM presents first proof, initiating the Proof Cycle (see below).	<b>1½ WEEKS</b> before delivery date	<b>2½ WEEKS</b> before delivery date	<b>4 WEEKS</b> before delivery date	<b>5 WEEKS</b> before delivery date
<b>FINALIZATION</b> Client approves the completion of project (see Finalization, below).	<b>½ WEEK</b> before delivery date	<b>1 WEEK</b> before delivery date	<b>1 WEEK</b> before delivery date	<b>1½ WEEKS</b> before delivery date

## THE LIFESPAN OF A PROJECT



### IMPORTANT NOTE

DELAYS DURING THE PROOF CYCLE WILL DELAY THE DELIVERY DATE.

Factors that may impact the production schedule: poor communication, multiple points of contact, requesting changes after approval, requesting project without a clear vision, etc.