

COMMA

**Liquid Comma:**

Cost Effective Design Options for Publications

LIQUID

COMMA

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With an increasing amount of publications to create and distribute to your clientele, it is becoming more difficult to strike the proper balance between design and edibility.

Balancing the desire for your communications to reflect the proper branding and credibility your clients have come to expect, therefore you may want the ability to edit documents.

This document outlines the basic options so you can find the best approach based on your particular goals. This is not a comprehensive reference, but acts as a starting point for you to better understand the costs and benefits these options present.

We look forward to helping you select the best approach for your firm.

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## TRADITIONAL DIGITAL PUBLICATION WORKFLOW

This is the longest standing approach, where a firm hires an outside agency to develop comprehensive communications, while working closely with their internal marketing department.

### Here are the benefits of this approach:

- One or more staff writers work and receive direct approvals and can solicit the assistance of outside copywriters as needed.
- Design of all communications can be kept on a consistent level with corporate brand identity standards with the assistance of both in-house personnel and an outside agency.
- The inherent review process between the collaborating groups minimizes the likelihood of any mistakes appearing the finalized publication.
- This more traditional approach allows for everybody playing a role in developing a message to focus on the area they're trained for such as designer, copywriter, proofreader, etc.

### Here are the key downsides to this workflow:

- Copy editing can become a time consuming and expensive process with the natural back-and-forth between the designers and writers.
- This can present challenges with an internal review process.
- With minor exceptions, like Microsoft Word based letterhead, most publication files are not editable by your in-house staff.

## IN-HOUSE ONLY PUBLICATION WORKFLOW

This approach relies entirely on in-house personnel to draft all publications from conception or completion without the assistance of outside agencies.

### **Here are the key benefits to this workflow:**

- Control costs by using only existing in-house personnel to create all publications.
- Ability to edit any publication on-demand without having to go outside the company.

### **Here are the key downsides to this workflow:**

- Corporate publications vary greatly in quality ranging from writing to visual design.
- Ability to produce communications is limited to available software owned in-house. Programs like Microsoft Word and Publisher greatly limit both the communication, creativity and even edibility of files.
- Personnel used to produce corporate publications oftentimes don't have a background in design, copywriting, or marketing. The production of such communications usually takes key personnel away from more critical responsibilities.
- An inherent ceiling exists relying on the availability of the most knowledgeable in-house employee to create and manage any publication.
- The bureaucracy involved with corporate communications increases the likelihood that an unapproved document will be published.
- Reduce overall development and approval time for most publications.

## **COLLABORATIVE DIGITAL PUBLICATION WORKFLOW**

This approach is the newest option available where companies can engage design agencies's to create professional templates and customized publications, while retaining the ability to copy edit and make minor changes in-house and on-demand.

### **Here are the key benefits to this workflow:**

- This newer workflow allows designers and writers to truly collaborate, while simultaneously working on the same publication.
- By adopting a InCopy workflow, your in-house personnel will be trained to learn a program, which is a cousin of the layout program, InDesign already used to by most design agencies.
- The in-house adoption of Adobe InCopy paired with the use of Adobe InDesign creates a more efficient workflow, allowing for quicker turnaround time.
- Companies can now export their documents to PDF on-demand providing more control over the entire publications process.

### **Here are the key downsides to this workflow:**

- This newer approach is only suitable for niche technical publications and isn't viable for advertising, collateral, or most marketing communications.
- This workflow requires some additional overhead and training for in-house personnel.
- To maintain quality assurance additional testing will have to be performed in order to ensure as smooth as possible a transition from any prior workflow increasing internal bureaucracy.
- The inherent ease of this approach increases the likelihood that an unapproved publication will be distributed.

## **E-MAIL ONLY PUBLICATION WORKFLOW**

This approach uses web based programs for companies who produce e-mail communications.

### **Here are the key benefits to this workflow:**

- Control costs by using only existing in-house personnel to create all content for e-mails.
- Use a wide range of web-based software to send e-mails on demand.
- Have the benefit of having an outside design agency create e-mail templates, or customized e-mails or create your own in-house.

### **Here are the key downsides to this workflow:**

- E-mails are inherently only useful for communicating short form information and need to link to PDFs or web pages to convey longer content.
- Based on a multi-faceted marketing approach, e-mail represents only one way of reaching out to your clientele as opposed to a complete corporate communication solution.
- An inherent ceiling exists because of the need to rely on the availability of the most knowledgeable employee to create and manage any e-mail.
- The inherent ease which corporate e-mails can be created in-house increases the likelihood that an unapproved publication will be distributed.

## ABOUT LIQUID COMMA

Print Design

Interactive Design

Motion Graphics

Branding and Strategic Positioning

Advertising

At Liquid Comma Design, we create award-winning visual communications that capture the imagination and resonate in the mind.

The repeated success of our projects earns us accolades and our clients results. We exceed expectations by combining communication design with a thorough understanding of brand strategy, technology and your business environment. We're more than just vendors to our clients, we're their creative advantage.

We have many success stories to share because we take the time to understand our clients and their communication objectives. Clients work directly with our designers, as we firmly believe in creating personalized solutions.

We take a holistic approach to design, with no house design styles or preconceived notions. What we have is a simple ideology: **create beautiful answers.**