

Client Booklet



Professional Design and Image
Setup for Sign, Vinyl,
ScreenPrint,
and Web Application

Digitally Drafted Design Development
601-668-6417

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John Wayne Williamson

www.digitallydrafted.com

Graphic Design Services Division

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GUARANTEE OF REGISTRATION OF DESIGN IS VOID IF ANY PART OF DESIGN IS ALTERED PRIOR TO PRODUCTION.

4D Division Statement

We are pleased to have the opportunity to provide your company with the best graphic design, period. We are well aware of the heavy competition in the graphic design outsourcing industry today. Let us point out a few of the differences between the competition and the 4D_(sm) Graphic Design Services Division. The Competition offers a designing, usually without manipulation(clean-up/intuitive adjustments), no design interaction with the customer, and though the drawing may be lineart (vectorized) in industry standard formats (.eps, .cdr, .ai, etc..), it MAY NOT BE READY FOR PRODUCTION. We have over five years experience with setting up artwork FOR PRODUCTION. When we setup designs for you, they will be ready to open and send to production. No converting, resampling, exporting, resizing, cropping, or building of traps needed. We manually build the separations, and do not rely on software generated separations**. We offer one-on-one design compilation with your customer. We will communicate directly with your customer, on your behalf, to achieve the best quality and personalization of the artwork within the limits of the sale you have made to the customer.

We are all too familiar with the growing problem of the screen, sign, and specialty items business today: Each company has one or few people, usually the persons that started that business, which know the ins and outs of everything concerning that business. This said, one can have the best employees you could ask for, but the fact remains that there are "those few" that have to make the final decisions, and be a "go-behind" for every aspect of the business. Result: lost productivity. In-house designers are required to pull their weight around the shop, and rightly so. However, in having to answer the phone, help in production, and attend to customers - an in-house designer can only achieve a minimal turnover rate. The average short order design can take as much or more design time than the "Larger" orders.

Simply put, if the "select few" are tied up several hours a day tending to artwork, sales are missed, productivity in-shop suffers and an in-house designer is swamped. With the services we will provide; your company makes the sale, passes the customer to us, and your design-related obligations to your customer are through until we send you the approved artwork, which will be ready for production. This allows you and your employees valuable time to focus on the other

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aspects of daily business. By creating this separation, productivity increases for all parties involved. You make the sale and set its terms and send the customer to us. Your time is freed up to tend to other matters. On our end, we represent your company in a professional manner, directly to your customer. Due to the fact that we are not in-house, we can focus on our work and achieve a quicker turnover and high-level quality, while devoting the time to the customer that he/she deserves. Later in this document, you will find a price-sheet, containing our current* average Graphic Design Service Division's prices. This can be used to approximate your costs due to us, which you can reflect on your customer's bill - to cover your costs. The pricing is very competitive considering the services offered. Often our fees are similar to your normal art charges to the customer. What monetary increase that is reflected to the customer is usually minimal, respective of the design's process.

In reality, what is business? TIME vs MONEY. When you make the sale, you've secured the money. Isn't your time just as valuable?

Thanks for your Time,

Later,



John Wayne Williamson / 4D
Proprietor
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**software generated separations are only utilized in the case of the artwork containing a process print. However, any spot colors and/or underbases will be manually created and will accompany the process image, including the necessary registration marks to align the process print with itself and with the accompanying manual separations.

*current at time of printing. Re-download the Client Booklet from our website for the most up-to-date pricing.

4D Statement of Ethics

**The following is a statement of Ethics of 4D
Digitally Drafted Design Development**

**There is a stigma that legitimate graphic designers have to face today.
Poor Ethics.**

**It is our belief that a firm professional set of Ethics must be set in
the forefront and maintained. A man/woman is only as good as his/her
word.**

**Here is an example of how artwork ethics should be kept, but which
too often is not the case - with other design firms.**

**Company A sells a tshirt to a customer. 4D designs the artwork for
the customer representing Company A. If Company B hires 4D to use
a design that is Company A's, we must communicate: that for
professional reasons, we cannot duplicate the design. It now becomes
our job to either do a completely different design for Company B, or
put Company B into direct contact with Company A - to purchase or
borrow rights to the design, whichever is decided upon by the two.
For such a case, we have a "Transfer of Artwork Confirmation" that
we would require Company A to complete before any artwork is sent
to Company B.**

**If we are hired to represent your company, we will communicate to the
customer ONLY about your company. Who else we do work for is
irrelevant.**

**If a company hires us for a job, NO INFORMATION WHATSOEVER
will be passed to the customer concerning other companies.**

**Also, any attempt to gain information about one's competition through
us (4D_{sm}) will result in immediate exercise of our right to refuse
service. Repeated attempts will result in permanent refusal of service.**

This is our stance on these matters. period.

4D's Checklist for New Orders

PLEASE
PRINT
LEGIBLY

Date: _____

Due Date: _____

OR
CIRCLE
ONE

OPEN*

RUSH**

Company Name: _____ Contact Name: _____

Fax Number: _____ Contact Number: _____

Email Address: _____
USE EXACT UPPER AND LOWER CASE

Graphics Format Needed for Production: _____

EXAMPLES: CDR, EPS, PS, AI, PSD, DOC, TIFF, JPG, PNG, DXF, CMX, PDF, CPT, FH10, BMP, OR HUNDREDS OF OTHER OPTIONS...

Initial Design Sent
with this coversheet

Initial Design
emailed

No Initial
Design

ALL CUSTOMER COMPUTER GENERATED ARTWORK IS PREFERRED IN ITS TRUE ORIGINAL FORMAT,
REGARDLESS OF FORMAT. NO CONVERSIONS OR EXPORTS, PLEASE.
PLEASE DENOTE ANY NECESSARY FONT NAME(S) TO BE USED IN THE DESIGN. EMAIL SPECIFIC
FONTS IF AT ALL POSSIBLE.

Setup for Spot Color

Setup for Vinyl

Setup for 4-color Process

Setup for Web / Media

How determined is the customer on the initial design artwork?

~NOT VERY 1 2 3 4 5 VERY~ CIRCLE ONE

How determined is the customer on the initial design colors?

~NOT VERY 1 2 3 4 5 VERY~ CIRCLE ONE

List specific fonts used in image: _____
IF APPLICABLE, SEPARATE WITH COMMAS.

Layout Area of Image (Hor./Length) (Vert.) _____
HORIZONTAL X VERTICAL -OR- MAX LENGTH.

Substrate color(s) _____
IF UNDETERMINED, LIST COLOR QUANTITY LIMIT.

Design color(s) _____
IF UNDETERMINED, LIST COLOR QUANTITY LIMIT.

Customer Name: _____ Contact Number 1: _____

Fax Number: _____ Contact Number 2: _____

Email Address: _____
USE EXACT UPPER AND LOWER CASE

Customer's preferred method of contact: Email Phone#1 Phone#2 Fax CIRCLE ONE

-ALL PRICES ON THE ACCOMPANYING PRICESHEET ARE AVERAGES TO JUDGE AN APPROXIMATE COST OF ARTWORK, THAT IT MAY BE PROPORTIONATELY INCLUDED IN YOUR BILL TO THE CUSTOMER.
-PRICES ARE NOT FINALIZED UNTIL ARTWORK IS SENT FOR PRODUCTION BACK TO YOU (THE PURCHASING COMPANY) OR A THIRD PARTY COMMISSIONED BY YOU (THE PURCHASING COMPANY).
-ALL POST-APPROVAL CHANGES REQUESTED BY THE CUSTOMER, MUST BE APPROVED BY YOU (THE PURCHASING COMPANY) AND WILL BE MADE AT A PROPORTIONATE FEE.
-4D IS NOT LIABLE FOR ORDERS RENDERED DELINQUENT RESULTING FROM ACTIONS (OR INACTION) OF END-CUSTOMER.
-ANY DUE DATE THAT MAY RESULT IN THE NECESSITY OF A RUSH CHARGE, WILL BE COMMUNICATED BACK TO YOU (THE PURCHASING COMPANY) IMMEDIATELY.

*OPEN: all orders are processed in the order that they are received.

**RUSH: the order will be pushed to the earliest available timeslot for a proportionate fee.

DOCREVREF12052011.1.D

4D's Checklist for New Orders

Welcome client,

Our goal to you (the purchasing company), is to provide a professional intercession between you and your customer. To be able to achieve this goal while balancing speed of work, quality of work, communication with your customer, and finishing of designs to a production ready level; you will find the previous page:

Order Checklist - to be filled out by you, per job. It is simple, easy to understand and purposed to minimize the time spent relaying an order to 4D. After all, the mutual goal of the co-operation of our companies is to achieve higher productivity and allow you the ability to free up time at your business so that you can focus on further sales, production, and minimize employee downtime.

In the few minutes it may take to fill out this form per job, you are eliminating the chance of mis-communication. Also, a phoned-in order may incorporate missed calls and run the chance of omitted information. Just fill out the form per ea. order, send in the ordersheet along with any pages pertaining to the design (if applicable). Media for the design can be emailed/mailed at your convenience. The customer and artwork will be cared for professionally. You will have no further design-related obligations to your customer until the time that we send the customer approved, production ready artwork to you or, if you so indicate, to a third-party production company.

Later,

John Wayne Williamson / 4D

4D@digitallydrafted.com

www.digitallydrafted.com

4D Transfer of Artwork Confirmation

PLEASE
PRINT
LEGIBLY

To be completed and returned to:

4D

John Wayne Williamson

4D@digitallydrafted.com

Date: _____

Owner of Rights

Company Name: _____ Contact Name: _____

Fax Number: _____ Contact Number: _____

Email Address: _____
USE EXACT UPPER AND LOWER CASE

Signature: _____

Artwork File Name or Brief Identification of Artwork: _____

Artwork Lease Term or Job Number: _____
DATES THAT RECEIVER HAS ACCESS TO MENTIONED FILES -OR- PERTAINING JOB OR ORDER NUMBER WITH THE THIRD-PARTY

Notes:

Receiver of Rights

permanent

temporary

CHECK
ONE

Company Name: _____ Contact Name: _____

Fax Number: _____ Contact Number: _____

Email Address: _____
USE EXACT UPPER AND LOWER CASE

Graphics Format for Production: _____
EXAMPLES: CDR, EPS, PS, AI, PSD, DOC, TIFF, JPG, PNG, QXD, CMX, PDF, CPT, FH10, BMP, OR HUNDREDS OF OTHER OPTIONS...

-PRICES ARE NOT FINALIZED UNTIL ARTWORK IS SENT FOR PRODUCTION BACK TO YOU (THE PURCHASING COMPANY) OR A THIRD PARTY COMMISSIONED BY YOU (THE PURCHASING COMPANY).
-ALL POST-APPROVAL CHANGES REQUESTED BY THE CUSTOMER OR THIRD-PARTY COMPANY, MUST BE APPROVED BY YOU (THE PURCHASING COMPANY) AND WILL BE MADE AT A PROPORTIONATE FEE.
-4D IS NOT LIABLE FOR ORDERS RENDERED DELINQUENT RESULTING FROM ACTIONS (OR INACTION) OF CUSTOMER OR THIRD-PARTY PRODUCTION COMPANY
-4D IS NOT LIABLE FOR ANY FEES OR CHARGES DUE TO THIRD-PARTY COMPANIES, AS THIS IS THE SOLE RESPONSIBILITY OF YOU (THE PURCHASING COMPANY). THIS INCLUDES ANY POST-APPROVAL CHANGE FEES.

4D Transfer of Artwork Confirmation

Welcome client,

We are providing the "Transfer of Artwork Confirmation" form to you, to insure that any and all artwork purchased by your company will not be redistributed to any source, except by your explicit approval.

This situation will arise if at any time a third-party will be handling the production of your product. To save your time, we can send your design to a third-party for you, in a graphics format they can produce. As anyone in the graphics industry knows, the format your company opens or imports artwork, is often not the format that a third party production company utilizes artwork. If this transaction is scheduled at the start of the design process, no extra fees will be incurred. Any transfer of rights after the finalization of artwork, will be done at minimal cost to you, unless the reformatting of the design is required to achieve compatibility with the third-party.

Later,

John Wayne Williamson / 4D

4D@digitallydrafted.com

www.digitallydrafted.com

4D Customer Artwork Approval

PLEASE
PRINT
LEGIBLY

THIS FORM MUST BE COMPLETED AND RECEIVED BY 4D BEFORE YOUR PRODUCT CAN GO TO PRODUCTION

Represented Screen/Sign Company: _____

Date: _____

Customer Information

Contact Name: _____ Company Name: _____

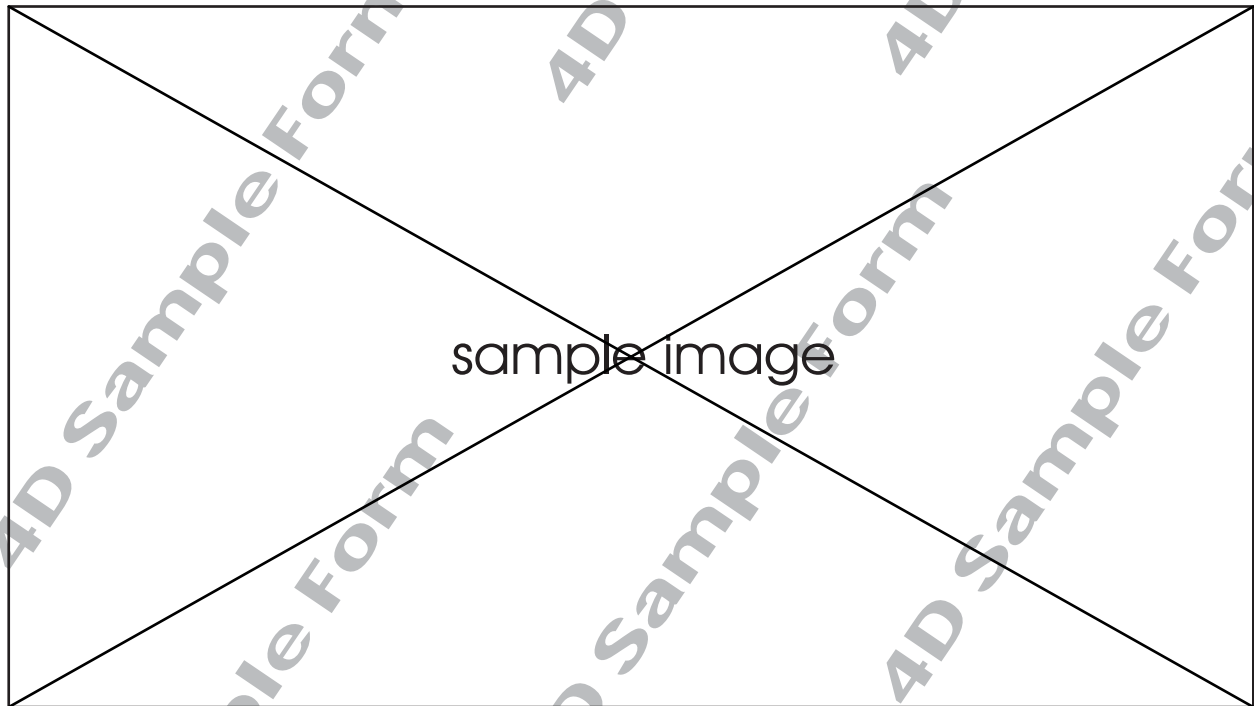
Fax Number: _____ Contact Number: _____

Email Address: _____
USE EXACT UPPER AND LOWER CASE

Signature: _____

BY SIGNING THIS FORM YOU ARE APPROVING THE FINALIZATION OF THE MENTIONED ARTWORK AS IS. ANY CHANGES MADE HEREAFTER BY YOU THE CUSTOMER WILL RESULT IN PROPORTIONATE FEES AND OR CHARGES. ALTHOUGH FINALIZED, 4D AND THE REPRESENTED SCREEN/SIGN COMPANY RESERVE THE RIGHT TO CHANGE OR ALTER THE IMAGE TO AID IN PRODUCTION.

Artwork File Name or Brief Identification of Artwork: _____



-ALL POST-APPROVAL CHANGES REQUESTED BY THE CUSTOMER, MUST BE APPROVED BY THE ABOVE MENTIONED COMPANY AND WILL BE MADE AT A PROPORTIONATE FEE.
-4D IS NOT LIABLE FOR ORDERS RENDERED DELINQUENT RESULTING FROM ACTIONS (OR INACTION) OF CUSTOMER OR THIRD-PARTY PRODUCTION COMPANY

To be completed by customer and returned to:

4D
John Wayne Williamson

4D@digitallydrafted.com
www.digitallydrafted.com

This form will be communicated between 4D and your customer to achieve final approval. You have the right to request copies of these forms at any time.



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Graphic Design Services Division**

Pricing Averages List *To be used to bottomline estimates
of your cost relayed to the customer*

Simple Open and Convert starts at \$9.95

CUSTOMER SEND A FILE YOU CAN'T OPEN?, WE CONVERT IT TO A FORMAT YOU CAN USE.(THIS IS NOT A REDRAW OR CLEAN-UP)

Basic Logo Design starts at \$26.95 Rush Fee: + \$9.95 and up

Intermediate Level Logo starts at \$42.95 Rush Fee: + \$19.95 and up

Advanced Level Artwork starts at \$84.95 Rush Fee: + \$29.95 and up

NO JOB PRICE IS FINAL UNTIL THE TIME OF COMPLETION,
PRICING IS BASED ON NUMEROUS FACTORS INCLUDING,
BUT NOT LIMITED TO: ORIGINAL ARTWORK QUALITY, ORIGINAL
DESIGN CONCEPT THOROUGHNESS, CUSTOMER CONTACTS,
QUANTITY OF PROOFS, JOB RELATED PAPERTRAILING, COM-
PLEXITY OF DESIGN, PRODUCTION CONFORMITY SETUP, FONT
PURCHASE, LOGO RIGHTS PURCHASE, TIME FRAME CON-
STRAINTS, AND DELIVERY COSTS.

**Customer trying to send you file(s) that are too large for email?
Shipping on disc not fast enough?**

**4D_(sm) offers Data-Via-Web File Transfer Services
with worldwide accessibility and security. see our website for more details.**

Ship Logo on Cd: \$6.95 + S&H

Minimum after finalization change fee: \$9.35

**CUSTOMER FACE TO FACE MEETING - \$.50/MILE,
\$42/1ST HOUR, \$52/HR PER ADDITIONAL HR.**

**TECHNICAL CONSULTATION -
\$.50/MILE, \$19.50/HR.**

**Payments due postmarked by Friday of
week following Invoice**

Overdue Fees = (4% of original invoice total) x (days overdue ÷ 7)