



Ten ways to
save money on
design & print

www.purplelemon.com.au

thankyou

This little booklet is provided to help you save money on your design and printing requirements.

Regardless of who you choose to design and print your next project, our hope is that this information will help make the whole process simpler and will save you time and money, resulting in a quality product which exceeds your expectations.

Purple Lemon Creative would like to thank you for your support in purchasing this booklet and look forward to working with you on your chosen project.

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The best way to save money is to do it yourself. Why would you pay a designer to do something you are more than capable of doing yourself?

That's a good question, and the answer is yours to decide.

I like DIY - visiting the hardware superstore (Bunnings here in Australia) and having a go. Most projects have been reasonably successful, but sometimes they have cost more than getting an expert to do the job for me.

Word, Publisher, Pages etc are all fine tools for desktop printing, but professional printing needs the correct tools and expertise. Look around at even the junk mail you receive - if you can do that yourself, then yes you may be able to save yourself some money in design, but the pitfalls are still there when taking it to the next stage of printing.

A good designer should glean from you the needs of the product you require. Supplying good quality images of your products/services/location/staff is vital.

Of course your designer can also organise the photography, but you can do this yourself and save with good results.

Use good lighting on products with a plain background. Staff should all be facing the same direction - remember the images can be cropped later, don't photograph just what you think should be on the final image. Use the highest possible resolution your camera allows, and when sending them to your designer do not compress or re size them just to be able to email, if they are too large to email save to cd. If you have prints, scan at a minimum of 300dpi for colour and 1200dpi for mono at the actual dimensions you want to print.

Three

quantity and colours

Would you like fries with that? There are many reasons why you should think carefully about the quantity you require printed. Reprints for small quantities can be as expensive as the original print run should you require more - on the other hand there is no point in paying for more than is needed.

Your printer will be able to advise on price breaks and that can be very helpful.

Colours can be printed in a number of ways. Most jobs can adequately be printed four colour process CMYK, however specific colours (metallic, corporate PMS colours etc) can only be printed with a separate plate adding to the cost. It does not always follow that just a little area of colour will be cheaper - and therefore the design can be enhanced greatly with no extra cost to you.

Your designer can source royalty free stock photographs at very reasonable prices. Pulling images from the internet is not an option due to copyright issues, and potential resolution limitations.

Having a corporate theme or 'feel' throughout your online and printed material helps your customers or readers connect with your organisation.

Don't be too quick to expect your designer to use every font in your collection and every colour you can imagine. A clear and themed design may only use a two main colours and a couple of font variations.

If you don't have a logo or theme, spend some time thinking about what it should be. Supplying your designer a rough sketch of your thoughts will enable them to create an identity which reflects your organisation.

five proof read copy

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Supplying your designer with a proof read document will save a great deal of time and money. Once you give text to the designer, they will inevitably convert that document using industry standard software. They will need to make any corrections to text you subsequently ask for (and charge accordingly).

Using Word, Publisher, Pages software to compose your text copy is fine. You do not need to try and layout the text as you would like - this is best done by your designer, just supply them with paragraphed text, and don't align text by simply adding spaces.

It is best to supply any images as attachments, and not embedded on the document.

The more accurate the text you supply - the less changes will be needed later, saving a great deal of time and money.

It is our view that if you are paying for the design - the design belongs to you. We will supply packaged Indesign files, print ready pdf files. This will enable you to take the print wherever you like and get the best service from.

Ask your designer what is included in the price - there will be a reasonable expectation that you should receive at least one draft design for review, then any changes you require will be made for the quoted price. Any subsequent changes may be charged and you should be aware of what these may be.

At the end of the day - you are in charge, it is your organisation and you must be confident it has been presented as you requested.

Technology is changing rapidly - you have options for online delivery of what would traditionally be printed. epub format will be read by most up and coming ebook readers.

On-line magazines are becoming widely accepted and give another opportunity to deliver your content to your readers.

Designed html newsletters give an instant opportunity to promote your organisation via email.

Traditional printing required relatively high print runs to be cost effective, there are now options to utilise digital print to produce quality print of short run books, reports and many other projects.

Other areas of saving on print is to run a designed advertisement in your local newspaper or magazine.

Do I need a website? Of course not, however it can offer an extra dimension to your organisation in delivering constantly changing and up-to-date information straight to your audience whenever they are ready to browse. There are a lot of factors to consider, and this can make it all too difficult, but a well designed web presence does not need to cost the earth.

Domain name registration, web hosting, website development and maintenance are areas that will involve some thought, time and money. Ask your designer if they can give you a fixed price web presence, then you can take it from there. If you are starting out on developing a website - please contact design@purplelemon.com.au and we will be happy to talk about your requirements and give you a fixed price for your starter web site

Today's need for instant print is evident with many office supply stores providing printing and copy services. The prices are well displayed and delivery is usually same day or the facilities are there to do it while you wait.

Going to a designer or printer can seem like you need to wait much longer for your job.

I have seen some fantastic results from both of these, and also some very bad results from them both too. The key is being armed with the correct information, format and expectation before you approach any of these services. A clear idea of what you want is much better decided before making the phone call, email or visiting the store.

At Purple Lemon we are happy to give advice to enable you to ask the correct questions.

Why Purple Lemon Creative?

We are interested in helping small business to access a service which will greatly improve your advertising material through design and print.

We offer the following creative solutions

- Fixed price design with your budget in mind
- Logo/brand creation and identity makeover
- Wide range of printed advertising options
- Starter website
- Distribution options
- emarketing solutions