

Examples of Print Job Proposal letters

Example 1: This one doesn't describe the communication workflow very well. It has a lot of terms thrown in, but they are not always clear or appropriate. It jumps straight into contract proofs, followed by the folding dummy.

To whom it may concern...

To ensure this printing job goes on without any hiccups or glitches I will be in contact with the customer service representative to make sure the contract proofs are formatted proper and a folding dummy will be produced before running the press up to speed. First and foremost I will get in contact with the sales person working for the press. Then ill meet with the CSR to detail the run dates, the nature of the job, as well as making our expectations of the final comps clear. Following this I will speak with the planner or estimator to get an estimate of the job costs. I will be communicating with the pre-press operator as well as the press operator to ensure the files have been pre-flighted correctly and guarantee there are no other glitches with the contract proofs. Then the contract proofs will be imposed onto the printing plates, the rollers inked, and the press ran up to speed. As the designer my responsibilities are to turn in print ready files with the proper dimensions, bleed, uses the correct colors, ensure files are pre-flighted, and to detail which inks, stock, and if any finishing techniques are necessary.

Example 2: This is pretty good. It explains what the designer will do in first-person point of view and it is concise. It would help to name and define the project in case this note is passed through several people and loses its context along the way.

Dear [REDACTED]

Regarding the steps to undertake this project, the first thing will be to contact and be in communication with the printer. This first contact will most likely be with a sales representative who will give me an idea of the projects limitations such as paper, size, color, coats, cuts, and binding that are provided by the printing company.

I will then work with my creative director in developing the layout of the manual, from thumbnails to roughs, then a final design. In continuing communication, once we know how many pages, what size, the type of paper and any other specifications particular to the project, such as an aqueous coat, I will be able to negotiate price and services.

Once we've established what is capable, have a design, and a price estimate, I will preflight my files for the prepress process and have proofs made. This is where the printer will see if there are any problems in making the final deliverables, such as image files having good resolution and type being outlined. Having a physical copy you could then have the proofs double checked by your people, we will then get your approval to move forward and have an established date for the final prints and cost.

The printer will then take the design into the production process have it made into plates and printed. Those prints will then go into the finishing process where they will be coated, cut, and binded. They will already have an estimate of the projected date of final deliverables. Having a projected date of the final product, I will work with shipping to get an estimate on delivery cost as well, which should be taken care of before your final approval. Once all those factors have been taken care of I will then have the shipping dates to communicate to each branch about their delivery.

I hope this answers any questions you may have about the process in completing this project, please let me know if you have any further questions. I look forward to this opportunity of undertaking such a large scale project and appreciate your confidence in my ability to accomplish it.

Best Regards,

- [REDACTED]

Example 3: This is short and clear. It describes the job as "in progress", which it can't be until the manager who reads this gives the approval.

TO: Debbie Little, CEO
FROM: [REDACTED], Graphic Designer
DATE: Thursday, September 29, 2016
SUBJECT: Lonesome Coyote Comfort Suites Employee Manual

Dear CEO Debbie Little:

The Lonesome Coyote Comfort Suites Employee Manual is progressing nicely.

I have been in touch with our sales rep at Printers, Inc. and have given them all the necessary information about our job. Our customer service representative (CSR) has us on the schedule and passed our project over to the estimator. We received a competitive bid for our project, which you accepted.

The document preflight (initial printer corrections) will be made shortly, followed by a prepress process, also handled by the printers. They will produce our first proofs, which will be sent to your team for approval. They will also produce a draft for me, called a printing dummy, so I can double check my layout and the quality of my images.

Once those are returned to Printers, Inc., they will create the printing plates that will produce our manual. The printers will then trim, bind and ship the books to our locations as covered in the bid. We are staying ahead of problems and are on-track to finish on time and on budget.

Thanks,

[REDACTED]

Example 4: This does a good job of telling the story of the workflow in tone that could be understood by a non-designer. It covered all the steps and describes the timeline.

To Whom It May Concern,

A good first step to begin the Lonesome Coyote Comfort Suites Employee Manual Project is to initiate correspondence with the print shop whose task will be to bring our vision to life. Communication is one of our most valuable tools throughout this project's entirety, but especially so in the beginning stages because it ensures that both parties start off on the same page and it alerts us to the capabilities, potential limitations and expected timeframe of the printer that may need to be factored into the final product we send off. The sooner we're able to work out all the kinks, the smoother everything will flow.

This is when we give them the specifics of our job such as the intended paper size, number of pages, type of binding, type of paper(s) used, and the overall content of the manual (for instance, ours will contain text and a large number of photos). They will factor everything in and give us the printing cost.

At this stage, the printing cost and the design will need to be approved, and the artwork and the printer proofs will need to be proofread and fact checked. I will deliver the design to the printer, and this will initiate the prepress process.

This stage begins with a customer service representative (CSR) entering the job into the printing company's job tracking system. Next, the CSR or member of the prepress staff will check for simple problems such as missing artwork or fonts to larger issues like incorrectly formatted or improperly sized files. These errors will be brought to our attention, at which point we can either fix themselves or have the prepress staff fix them.

Next, a planner or estimator will outline the life cycle of our project.

At this point, cost of the job is established and target dates are set for each stage: Prepress, plating, press run, bindery, and so on and so forth.

The next stage is the contract proof. The contract proof acts as a guide during our print process so it needs to be read thoroughly to ensure there isn't anything in it we want to change because after this point, the project is official in the production stage and any changes would require a reprint.

Once a job is printed, the project enters the bindery stage, sometimes called "finishing". This stage includes the trimming, folding, laminating, scoring, perforating, stitching, binding, and packaging for delivery. Small jobs may be shrink wrapped, whereas a larger job might be boxed or crated. Since we want one of each of the twenty-six books to be sent to each of our branch locations, this information will need to be given to the printer.

This is the end of the printing process and the printer needs to be paid. We will receive an invoice, at which point we can either send a check or pay in person.

Sincerely,

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