

Design and materials checklist for Cover design assignments;
a guide for project managers handing off work to
Patricia McDermond Graphic Design

This checklist is intended to make the assignment clear so that the designer can work efficiently and in a timely manner.

1. All materials must be received before assignment can be started.
2. Cover assignments include presentation and mechanical. Payment is requested upon completion of each task.
3. Flat fees include a fixed number of revisions as agreed upon (one major revision and up to two minor revisions). Changes and revisions extending beyond the fixed number will be billed hourly at the rate of \$50/hr.
4. Delivery date of cover comps will be based on receipt of all materials and essential information.

Name of Book: _____

Name of Author: _____

ISBN: _____

Trim size: _____

Bleed: _____

Color: _____

Project Manager Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone No. _____ E-mail: _____ Fax: _____

Publisher/Division: _____

Date assignment and materials provided designer for cover comps: _____

Time scheduled for designer to complete assignment, excluding time required for proofing: _____

Date cover comps due from designer: _____

Notes: *(please include comments and list any items to come)*

MATERIALS

All materials must be received prior to beginning assignment. If all materials listed here are not included, then a flat fee is not equitable and there should be a discussion.

Book:

1. Provide copy of book, Xerox or print of cover indicating reference for cover comp:
 - what is to be picked up
 - what is to be modified and
 - what is to be created new

Text:

1. Provide copy on disk with hard copy printout indicating placement. (Front cover, back cover, flap)
2. Markup revisions clearly on Xerox, printout or on pdf file of comp

Art:

1. List and provide fpo files at 150 dpi of all bitmapped art that is pickup from previous edition or other source to be included in comp presentation.
2. List and provide final art at 300 dpi of all bitmapped art that is pickup from previous edition or other source to be included as final art with mechanical.
3. List all art that is to be created new or modified.
4. Bitmapped files used to create new art should be supplied at 300dpi.
5. Indicate if photos are to be used, preferred sources or limitations if any.

SOFTWARE

1. Quark version _____
2. InDesign version _____
3. Illustrator version _____
4. Photoshop version _____
5. Acrobat version _____
6. Stuffit version _____
7. Plugins _____

PRESENTATION FORMAT

Describe how presentation, revisions and mechanicals are to be prepared for submission to publisher.