WORKFLOW OF A PROJECT
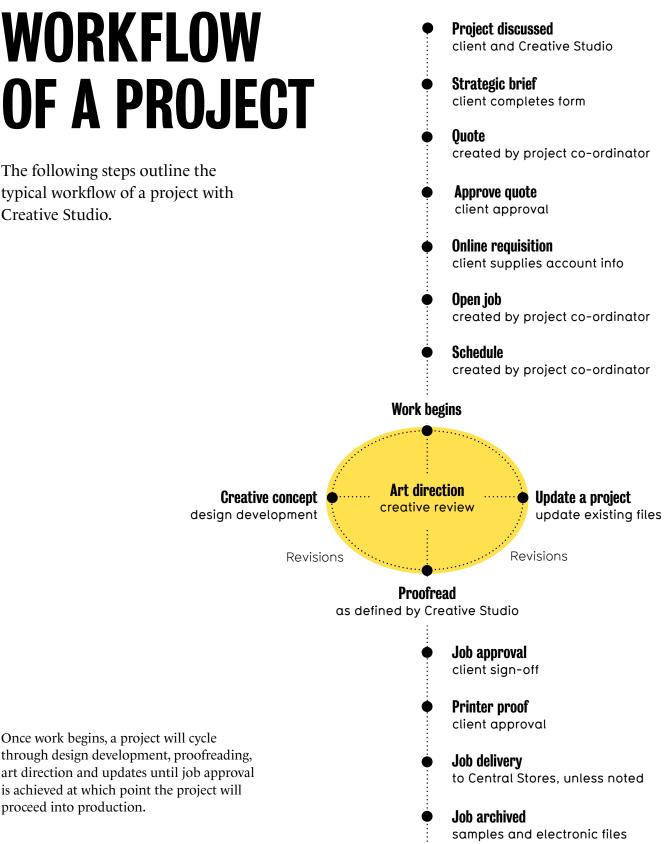
The following steps outline the typical workflow of a project with Creative Studio.

- **Project discussed**
  client and Creative Studio

- **Strategic brief**
  client completes form

- **Quote**
  created by project co-ordinator

- **Approve quote**
  client approval

- **Online requisition**
  client supplies account info

- **Open job**
  created by project co-ordinator

- **Schedule**
  created by project co-ordinator

Work begins

Creative concept
design development

Art direction
creative review

Update a project
update existing files

Revisions   Revisions

Proofread
as defined by Creative Studio

- **Job approval**
  client sign-off

- **Printer proof**
  client approval

- **Job delivery**
  to Central Stores, unless noted

- **Job archived**
  samples and electronic files

- **Outside costs invoiced**
  invoices forwarded to the client

Once work begins, a project will cycle through design development, proofreading, art direction and updates until job approval is achieved at which point the project will proceed into production.

UNIVERSITY OF **WATERLOO** | **Creative Studio**

PROOFREADING YOUR PROJECT

Creative Studio will proofread and edit using the guidelines below (taken from Marketing & Undergraduate Recruitment and the Marketing and Strategic Initiatives style guides) to the best of our ability. Ultimately, the copy approval is the client's responsibility. Names, dates, websites, etc. should be double-checked for accuracy. Approval of your project indicates that you are accepting full responsibility including any further errors if found.

Spell check
Document will be spellchecked using our design software's spellcheck program.

Consistent use of numbers
In longer or more formal communication, spell out all numbers under 10; use figures for any number 10 or over, except at the beginning of a sentence. In informal or shortened contexts, use numerals for all numbers.

En dashes
Change hyphens (- or –) to en dashes (–) with space on either side or em dash (—) with no space on either side (Marketing and Strategic Initiatives style guide indicates em dashes are to be used). The key is for consistency.

Bad line breaks, orphans or widows
Check and remove orphans, widows or bad line breaks, if possible.

Pagination
Ensure the page numbering is consecutive.

Double spaces
Check for and remove all double spaces from the end of sentences or between words.

Phone numbers
Ensure phone numbers follow the University standard (e.g. 519-888-4567, ext. 33333).

Naming convention
Ensure University naming conventions align with the University of Waterloo **Writing Style Guide**.

For more information contact: **creative@uwaterloo.ca**