

UNIVERSITY OF
BIRMINGHAM

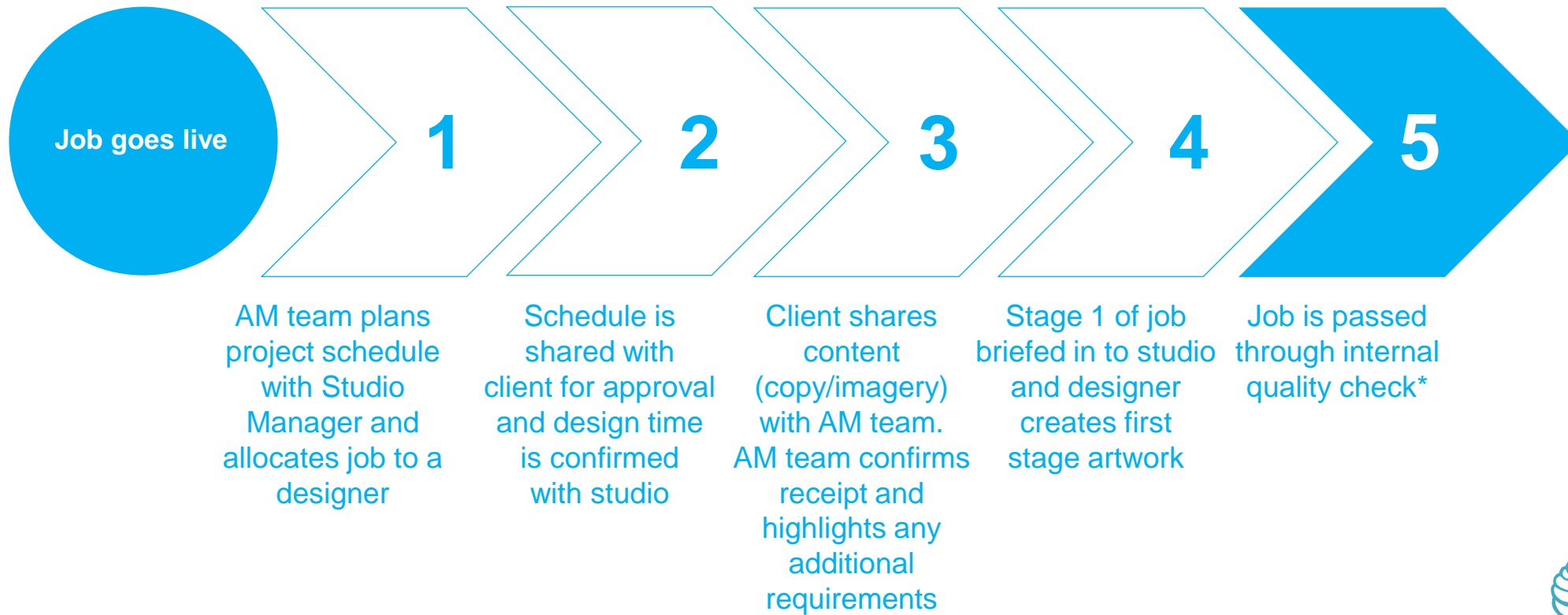
| creativemedia

**From brief
to final
sign-off.**

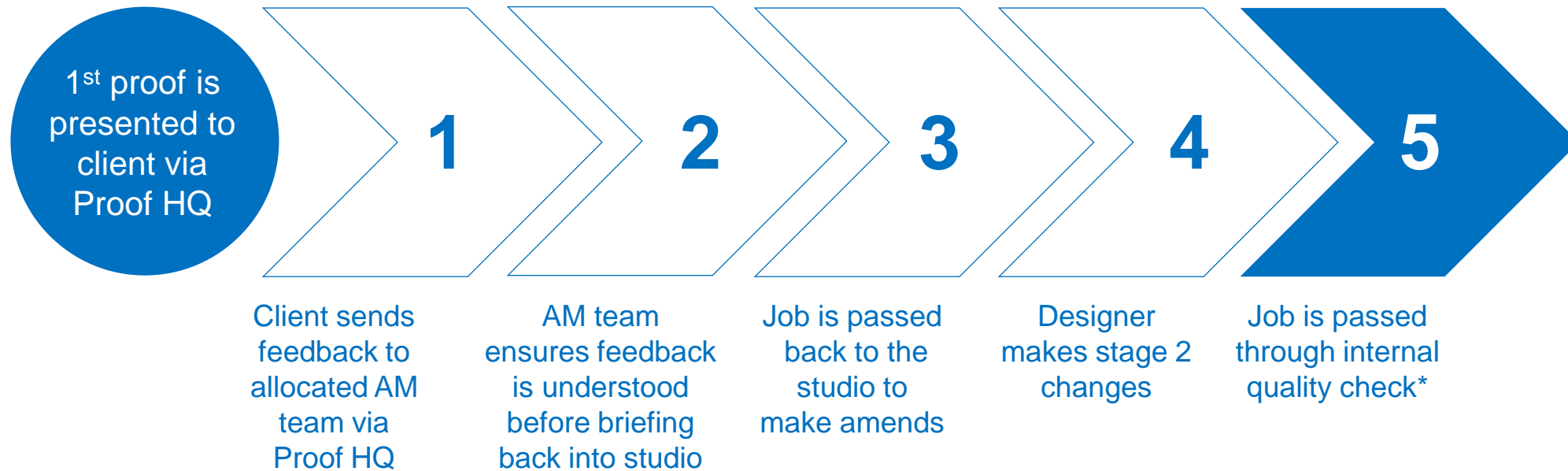


**Great brief. Cost estimate raised. PO received.
What next?**

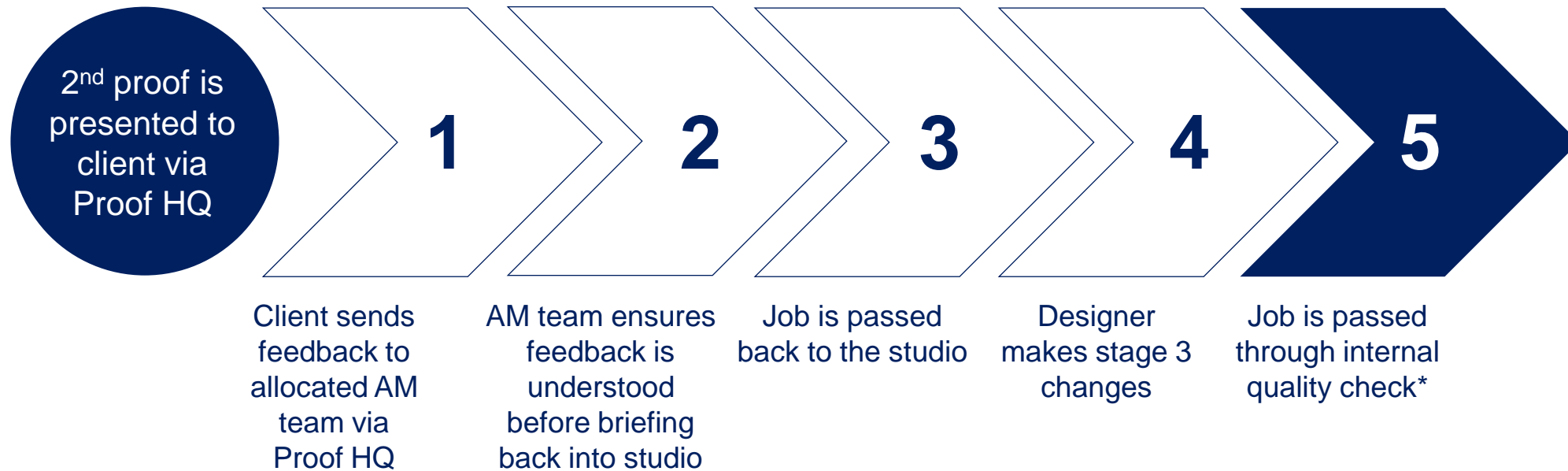
Preparing the job for studio.



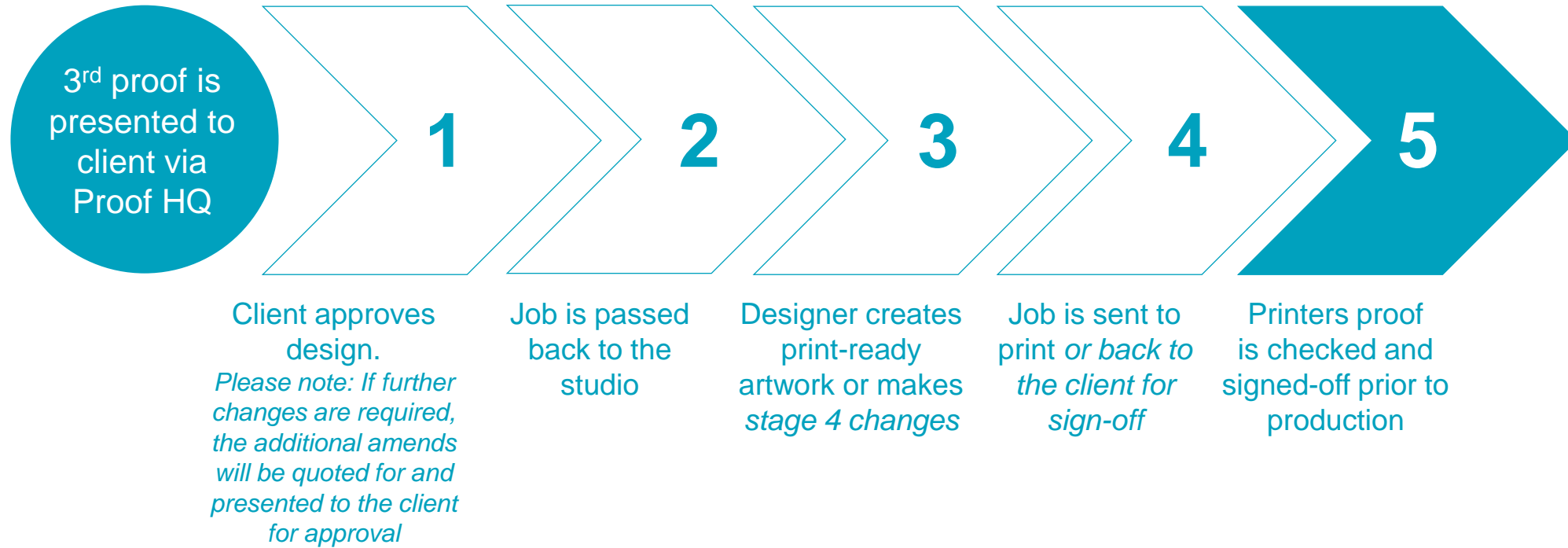
Progressing job with client – stage 2.



Progressing job with client – stage 3.



Progressing job with client – final approval and artworking.



Copy checking vs proofreading*.

Copy checking Vs proofreading.

It's at this stage that the artwork, be it a banner, brochure or website, passes through our internal quality check. Whilst our design team check and double check everything from image quality and logos, to adherence to brand guidelines, we also do a copy check or proofread, depending on the level of service you require.

Copy checking

In a nutshell, copy checking is a much less thorough process than proofreading and is more concerned with eradicating common mistakes, typographical errors and enforcing house style and consistency.

Proofreading

Proofreading is a far more in-depth, paid-for, quality check and includes things like:

- grammar checking and suggesting ways to phrase something better;
- considering the tone of voice used for the target market and ensuring that one consistent voice is used throughout;
- fact, image and weblink checking.



A black and white photograph of a crowded ballroom. In the foreground, a man in a dark suit is dancing with a woman in a light-colored, striped, short-sleeved dress. The woman has her arms raised and a joyful expression. Other couples are visible in the background, some dancing and others standing. A large, dark, arched structure is visible in the background. A teal banner with white text is overlaid in the center of the image.

Your job is delivered on time.