

CLIENT DESIGN INFORMATION for the ART DEPARTMENT

To help the design process to go smoothly, the more information the client provides the more accurate your design will be!

CUSTOM DESIGNS:

COLOR PALETTE

BE SPECIFIC! Not all colors are created equal!

- *Example: **Pink**-Is it Barbie Pink or Baby Pink? **Green**-Forest or lime?*

DESIGN ELEMENTS

Include **EVERYTHING** that you want included in your design. A lot of misunderstanding comes when the artist has not been provided with all the information and/or elements from the start. This means things like

- *School colors and Logos (when called for)*
- *Specific images and their placement*
- *Inspirational photos for the artist*
- *Website links to any non-Shutterstock images*
- *Photos of any existing products you would like us to coordinate with*

CUSTOM SHAPE PRODUCT

- Indicate whether you'd like a custom shaped flag/prop/floor and how you would like the art to be laid out for design

SHUTTERSTOCK IMAGES:

SHUTTERSTOCK NUMBER:

Phone screenshots don't always provide the Shutterstock number. Make sure you include the Shutterstock number with your order information.

PLACEMENT

Please provide exactly where you would like us to place the image on your product.

CUSTOMER PROVIDED ART:

NON-SHUTTERSTOCK ONLINE IMAGES -

- If providing images that aren't from Shutterstock, please provide the *link* where the artist can find the image.

CHECK COPYRIGHT - WE WILL REJECT CUSTOMER SUPPLIED ART FOR COPYRIGHT ISSUES!!

CUSTOMER SUPPLIED GRIDS FOR FLOORS

- If providing your own grid with your art, please make sure that the art is built to the correct dimensions. Otherwise, if DPG has to resize the art then the grid could print incorrectly

AI ART

- *Not all AI art is created equal and not all AI websites create high quality images for large scale printing!*