



**Above:**

Client created their business cards in PowerPoint - obviously not print-ready artwork. This card was carefully reconstructed in InDesign CS3, making sure the correct corporate colours was used and a press-ready pdf was sent to the printer.

**Right top to bottom:**

Client conceptualised and created a calendar in PowerPoint. 3 individuals worked on different sections. The PowerPoint files were inconsistent in size and resolution, no bleed was generated even though that was the original idea. Client also had no means or knowledge to at least generate a PDF for the printer. Through careful deliberation with the client it was decided to have a white border around the image area, with a larger margin at the top to compensate for the binding process. We then proceeded to standardise each of the 369 pages, and ensure style consistency where possible. Printer received their press-ready PDF document. Print quality of final product surpassed client's expectations.

