

PROOFING ARTWORK

Look beyond the pretty pictures and read the boring stuff!

I cannot stress the importance of this enough; errors in final copies effect the images of everyone involved. While I make every effort to read and correct text provided to me before sending you a proof, the final responsibility lies with you, the client.

Relax...OPEN your eyes...repeat the proofing mantra...

Day, date, time, place, price, telephone numbers, street number...Day, date, time, place, price, telephone numbers, street number...Day, date, time, place, price, telephone numbers, street number...

The most common reasons for a mistake to slip by are these:

1. You can't stand to look at it again. And again. And again.
2. Not enough people check it, and those who claim to have read it have given it a cursory glance at best.
3. Right date, wrong day of the week or vice versa.
4. If information is repeated in one document, only one area gets fully checked.
5. Proper Names misspelled

Hints for a happy ending:

1. Proof with fresh eyes! Don't try to proof something at the end of a stressful day. Proof first thing in the morning when your mind is fresh; at least be sure you sit down and dedicate the time to it. Get

a coffee *and* a cookie. Maybe a croissant.

2. Proof individual elements; boring stuff first. Proof all text in a project first. Move on to making sure photographs AND illustrations look good. Finally, check element placement and overall design and layout.
3. Spell check doesn't see everything! Trusting it is a very bad idea. Spell checks are great but they miss things like proper names, phone numbers, website addresses, E-mail addresses and words which have more than one spelling or meaning. It also misunderstands some more complicated sentence structures.
4. Always doublecheck your calendar (day/date/month/year – see #3 at the left).
5. Unless you are very good with grammar, leave it to someone you trust who is. If a document contains large areas of text written or provided by you, consider hiring a third party to read it. This eliminates finding grammatical errors in finished pieces ...
6. Proof once, proof again, and proof a few more times. Ask someone else. Give it to your spouse. Don't sign off on any project until you are completely satisfied with the accuracy of all the content involved. PLEASE CHECK YOUR PRINTER'S PROOF TOO!!!!

GENERAL PROOFING PROCEDURES

The Small Print You Really Must Read

I will provide a final proof to you (the client) for approval prior to sending the file to your printer of choice (or provision of final digital file to you). I do make a concerted effort to check and proof read supplied and created texts thoroughly, and make any necessary corrections before completing the design and copywriting projects. It will be, however, the final responsibility of the customer to ensure all copy and content is correct.

Errors and Omissions: Mary Spicer and/or mad mother designs does not accept responsibility or liability for incidental or consequential damages or any losses or added expenditures as a result of errors or omissions after the final layout has been approved by the client.

Corrections and Revisions: There will not be any additional charges for corrections required by either you (the client) or the commercial printer at any stage of the proofing process. ** Please note that this refers to corrections, not last minute revisions or changes to original information. This may involve substantial re-work beyond original agreement.*

Mary Spicer and/or mad mother designs is not responsible for deadlines (and resulting costs) affected by any changes requested after final proofing has been approved and accepted beyond original agreed upon deadlines.