



## TIMELINE

Date: *today*

Client: *you*

Project: *your important project!*

WHAT TO DO	ACTION BY	TIMING
1 Initial meeting – understanding the project and client's goals.	<i>FPI &amp; client</i>	
2a If package design: require info requested in CHECKLIST (directions, ingredients, etc.)	<i>client</i>	
2b All other projects: if required, client to send or give all files or specs they want to supply	<i>client</i>	
3 We to present or send initial round of layouts	FPI	
4 <i>Require feedback/chosen layout</i>	<i>client</i>	
5 We to send second round of layouts with design applied	FPI	
6 <i>Require feedback/approval</i>	<i>client</i>	
7 We to send third round of layouts with requested revisions applied and all details	FPI	
8 <i>Require feedback/approval</i>	<i>client</i>	
9 We to apply any last, minor revisions	FPI	
10 <i>In order to meet client's deadline, final approval from client required no later than this date</i>	<i>client</i>	
11 We to finalize all artwork and burn to disk or upload to prescribed FTP site	FPI	

***DEADLINE: Final files to client when you need them!***