CREATIVE SERVICES

tkg **THE KINETIX GROUP**

Efforts Underway to Improve Creative Process

SURVEY TO TEAM, 2017		**ASSESSMENT OF 2018** **Creative Needs**
CLIENT TEAM 1-1s	➡	**STANDARDIZATION:** -Onboarding - Needs assessment
BEST PRACTICES/ **PROCESS BUILDING**		**ACTIVE MANAGEMENT OF** **RESOURCES**
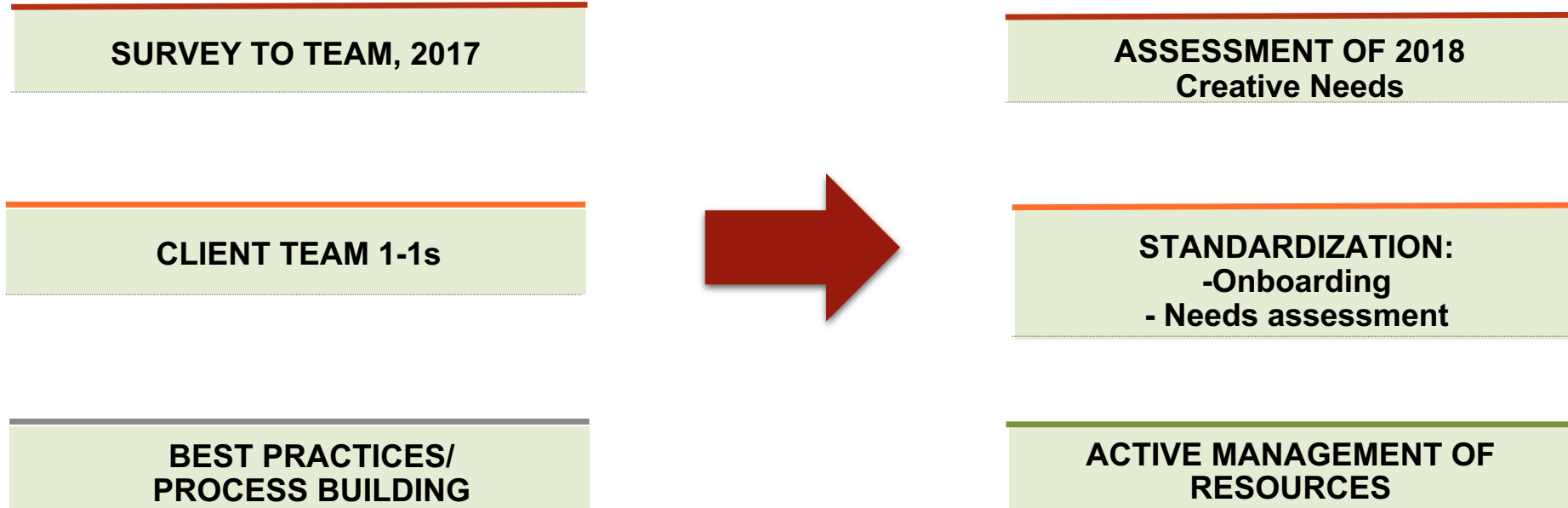
What is Creative Services?

Writing, Layout, Print Production and Digital

Art and Editorial Directors	Medical and Copy Writers	Copy editors/proofing	Graphic and PowerPoint Designers	Print production managers	Digital/Video

Editorial Director

- An editorial director typically conceives and develops programs that align with the client's strategies and objectives, they can provide concepts and develop content across multiple platforms as needed.
- They manage content development as well as oversee the design/layout of the content to ensure the message is conveyed accurately.
- It is a responsibility of the ED (along with project lead) to ensure message is on target and consistent across all supporting materials.

Consider partnering up the Editorial Director and Art Director early on during the project flow so they are aligned with the objective, timing, requirements, etc. Having them work together should allow for a smoother process.

Art Director

- An art director typically oversees the work of other designers and artists who produce images advertisements or promotional materials. They determine the overall style or tone desired for each project and articulate their vision to artists who submit images, such as illustrations, graphics, photographs, charts and graphs.

- Art directors ensure that their clients' desired message and image is conveyed to accurately. They are responsible for the overall visual aspects of an advertising or media campaign and may coordinate the work of other artistic or design staff, such as graphic designers.

Does you the art director on your project know the objective and target audience of the piece? Has the timeline been shared with them and do they have an idea of the amount of hours budgeted?

Medical Writer

- Scientific medical writers translate drug trial results, medical study findings and clinical data into presentations, regulatory documents and medical journal abstracts for a professional audience. Marketing medical writers more often focus on writing promotional copy, news releases and educational materials for a general audience.

- According to the American Medical Writers Association (www.amwa.org), medical writing careers usually follow one of two paths; scientific medical writing and non-scientific or marketing medical writing.

Are you working on a "clinical" piece, does your writer follow the AMA style guidelines?
Does your project require a medical writer skill set or does it lend itself more to a promotional style?
Did you share annotation requirements?

Copywriter

- Copywriting is the process of writing advertising promotional materials. Copywriters are responsible for the text on brochures, billboards, websites, emails, advertisements, catalogs, and more. This text is known as "copy."

- Unlike news or editorial writing, copywriting is about getting the reader to take action. That action might be to purchase, opt-in, or engage with a product, service, or company.

Do you share examples of existing collateral used by the client?

What's the difference between Copy Editing and Proofreading?

Copy Editing

- The tasks involved in copy editing include checking written material for grammar, spelling, style, and punctuation issues before it's prepared for proofreading. A copy editor may also do a rewrite, if necessary, to fix any problems with transitions, wordiness, jargon, and to ensure the style of the piece fits with the publication. This work is known as revision.

Proofreading

- When the material is nearly a finished product, meaning it has been edited, laid out, and designed, the proofreader searches for typographical errors. Proofreaders don't suggest major changes to the text; rather, they look for minor text and formatting errors and confirm the material is ready for publication.

Copy editing and proofreading are separate tasks, although the terms are sometimes incorrectly used interchangeably. Now that you know the difference, consider whose skills would be a better fit for your projects?

Graphic Designer

- Graphic designers combine art and technology to communicate ideas through images and the layout of websites and printed pages. They may use a variety of design elements to achieve artistic or decorative effects.

- Graphic designers work with both text and images. They often select the type, font, size, color, and line length of headlines, headings, and text. Graphic designers also decide how images and text will go together on a print or webpage, including how much space each will have. When using text in layouts, graphic designers collaborate closely with writers who choose the words and decide whether the words will be put into paragraphs, lists, or tables. Through the use of images, text, and color, graphic designers can transform statistical data into visual graphics and diagrams, which can make complex ideas more accessible.

Does the graphic designer understand the design requirements/guidelines? Do they know how to properly flow in the ISI or provide adequate space for referencing? Will they need to provide working files for MLR submissions?
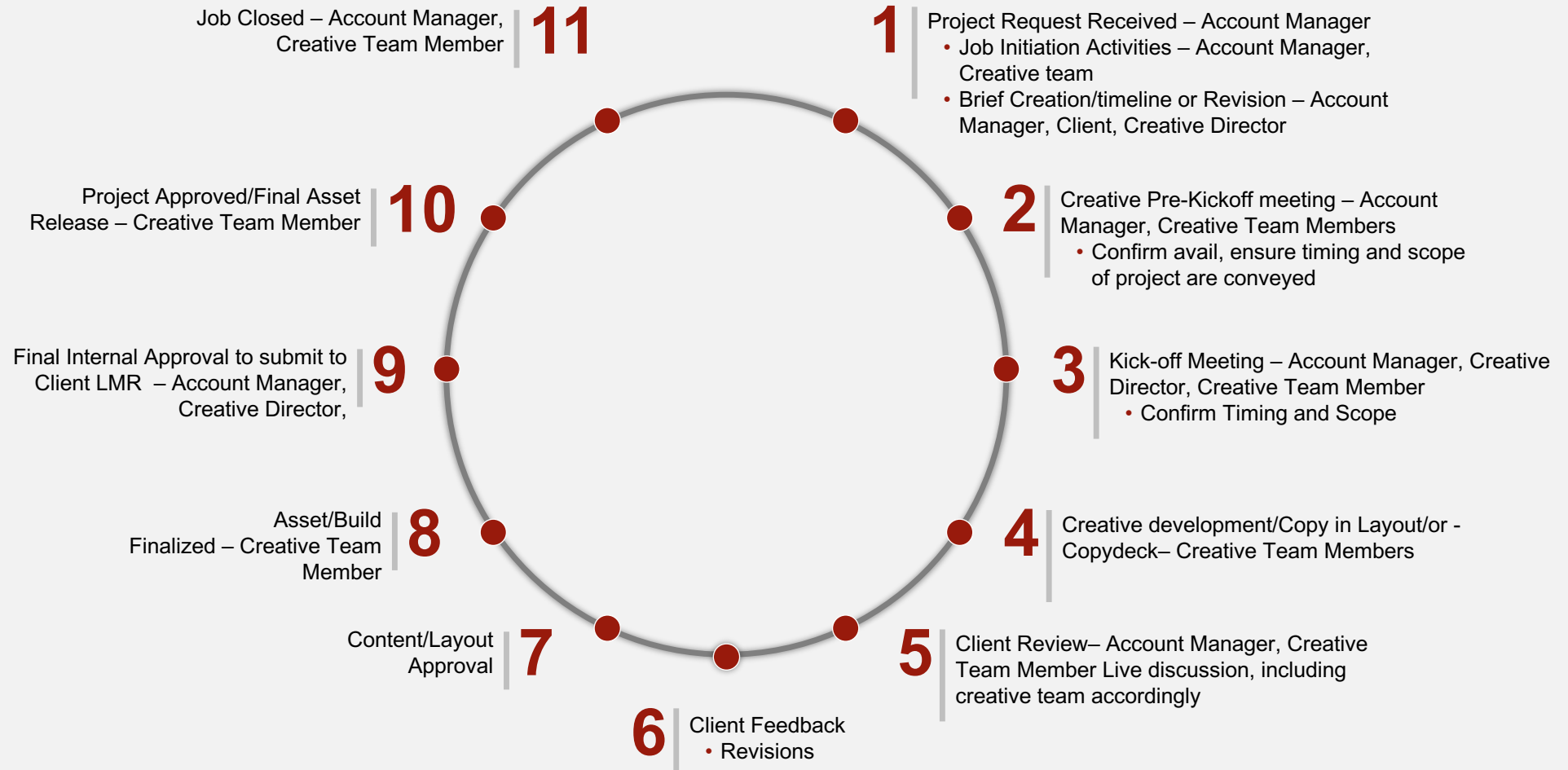
PowerPoint Presentation Specialist

- Presentation specialists are seen as **business communicators**. They work with marketing teams and business leaders to take text and make it memorable. Their **graphic design skills** focus on sharing an idea or a product concept with a crowd. They are **creative experts** with an eye for page layout that makes a slide accessible across a packed conference room.

- Presentation specialists are great **collaborators**, working with you to take a concept and turn it into a visual masterpiece. They should be **deadline driven, organized** and understand how people view and understand content.

- There are different degrees of skill, make sure you understand your project needs to match skill sets.

What are the needs of your presentation deck? Are you trying to say to much with words on the slides, could icons or graphics help tell the story?

The Life of a Job

11 Job Closed – Account Manager, Creative Team Member

1 Project Request Received – Account Manager
- Job Initiation Activities – Account Manager, Creative team
- Brief Creation/timeline or Revision – Account Manager, Client, Creative Director

10 Project Approved/Final Asset Release – Creative Team Member

2 Creative Pre-Kickoff meeting – Account Manager, Creative Team Members
- Confirm avail, ensure timing and scope of project are conveyed

9 Final Internal Approval to submit to Client LMR – Account Manager, Creative Director,

3 Kick-off Meeting – Account Manager, Creative Director, Creative Team Member
- Confirm Timing and Scope

8 Asset/Build Finalized – Creative Team Member

4 Creative development/Copy in Layout/or -Copydeck– Creative Team Members

7 Content/Layout Approval

5 Client Review– Account Manager, Creative Team Member Live discussion, including creative team accordingly

6 Client Feedback
- Revisions

Initial Learnings

Best Practice Sharing to Ensure Efficient Use of Vendors

Best Practices

- Ensure NDA is in place (forms and overview are on DropBox)
- Use the correct vendor – match skills and needs
- Level set the expectations: Provide timelines, branding guides, etc
- Communicate budget expectations
- Include Creative team as appropriate in project kick off or client feedback calls
- Review and consolidate feedback from clients before sending to creative vendors
- Keep things within one email chain for consistency and visibility to the project team
- Implement a team-wide version control methodology/file naming

Opportunities

- Improve our ability to tell a story using ppt
- Better understanding of design element terminology (kicker, flow chart, orphan text) to speak the same "language"
- Standardization of our process and timeline with clients to provide consistency across clients