



IMAGEO MEDIA

What is an Onsite Design & Production Studio?

A Design Studio In Your Office

- A design and graphics studio functioning within your office
- Designs Print & Digital communications and undertakes the entire set of pre-press activities
- Staffed, equipped, and managed by IMAGEO Media



Backed by a Central Facility

- Backed by a central studio
- All pre-press services rendered by the central studio
- Senior design team for jobs requiring sophisticated inputs like, campaigns, corporate and brand identity, event-related communications, etc.



What services does the Onsite Design & Production Studio offer?

Designs & Design Adaptations

- Design concepts for a range of print communications like
Brochures | Catalogs | Presentations | Posters | Direct mailers | Hoardings | Signage | Identity | Promotional material for events | Business stationery...
- Adapt existing designs across various applications
- Adapt existing campaigns
- One-off pieces of communications that doesn't need the full complement of creative skills
- Web banner | Digital communication | HTML mailers



Conceptualise & Develop Designs



Adapt Designs

Artworks

- All activities needed to convert designs into artworks
- Scanning and retouching images, creating illustrations, and positioning elements in a layout
- Co-ordinate translations in Indian languages



Scanning



Retouching



Illustration



Layout

Print Coordination

- Coordinate with printers on your behalf
- Develop vendors and benchmark them for print-related services



Benchmark Costs



Develop Vendors



Co-ordinate printing

What are the advantages of the Onsite Design & Production Studio?

Better

- The process of creating designs and communications will happen right out of your office and in close interaction with your marketing team
- This gives you more local control over the content and process of communication
- It would also more closely reflect the needs of your marketing team.



Better

- Dedicated team to work exclusively on your account
- Entire team on call to create designs and execute them
- Freedom to prioritize your jobs as per your needs
- All infrastructure vis-à-vis personnel and equipment managed by IMAGEO Media, resulting in an absolutely hassle and maintenance-free studio for you



Faster

- Faster response time.
- Given the locational advantage, the time required to initiate, design, iterate, see options, modify and approve the communications would be dramatically reduced.



Setting up the Onsite Design & Production Studio

What services would IMAGEO Media provide for operating the Onsite Design Studio?

Equipment

- Computers
- Printers
- Scanners



Personnel

- Designers
- Pre-press executives
- Client Servicing executives
- Studio Manager



What is the cost of the Onsite Design & Production Studio?

Costs

- We would operate the Onsite Design & Production Studio largely on the basis of a fixed all-inclusive monthly fee
- The fees will be determined by
 - - Combination of services chosen by you
 - - Number of personnel deployed on site



What are the services included in the fixed monthly fees?

The monthly fees include

- Personnel
- Equipment
- Design
- Artworks
- Scanning



What can the Onsite Design & Production Studio do for you?

Marketing Communications

Brochures | Catalogs | Leaflets | Packaging | Press Ads
Direct mailers | Hoarding | Banners | Standees | E-mailers | Web
banners | HTML mailers

Corporate Communications

Corporate Brochures | Annual Reports | Press Kits

Internal Communications

Templates | Forms | Other Tools

Other Communications

PR related | Finance | Admin | IT | Logistics

What are the services not included in the fixed monthly fees?

The monthly fees do not include

- Consumables like, positives, ink cartridges, Ink toners, Papers, Stationery etc.
- Language translations
- Photography, Videography
- Stock images
- Shipping
- Internet connectivity





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Thank You

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