

Plan your first small print run.

Turn an idea into a brief you can discuss. You do not need to have every print decision settled before you start.

01 What are you making it for?

Name the reader, event or occasion. What should the piece help them notice, understand or keep?

02 Choose a starting format

A3 poster

A single-sheet idea.

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A5 zine

A small booklet idea.

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A6 postcard

A short note or image.

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03 Quantity and colour ideas

Runs are 25-250 copies, using one or two spot colours. Write a starting choice; the available inks are discussed with the studio.

Copies: _____ One or two colours: _____

A fictional worked example

A poster for a neighbourhood reading event. A3, 50 copies, two colour ideas, with artwork still in progress. The paper and available inks are questions for the studio, not decisions this worksheet makes.

Next: describe the artwork and the decisions you want help with.

Give the studio a useful brief.

Each job is quoted individually. These notes help you explain the job without guessing technical requirements or promising a production date.

04 Where is the artwork now?

Describe what exists: an idea, draft, layout or finished artwork. Note the preparation help you would like to discuss.

05 What needs a conversation?

Paper, available inks, artwork preparation, and how dispatch or collection could work for this particular job.

06 Put the enquiry together

I am making _____ for _____. My starting idea is [format], [quantity] copies and [one/two] colour ideas. My artwork is _____. I would like to discuss _____.

Ready to discuss

Use the studio's enquiry form when you have your notes. No fixed price, response time or turnaround is promised here. This fictional worksheet does not send an enquiry; no live form destination is supplied.