



Scientific Graphic Production Guidelines

Purpose

As a research consultancy, we often supply tables, figures, and graphs for organizations wishing to represent scientific data to their stakeholders and clients. This document outlines our process for graphics production.

Samples

Graphics samples can be found at: <http://adkres.org/graphics/>

Process

Our process is very similar to that of a typical logo production process. We meet or talk over the phone to discuss the client's objectives. The client can review examples of past work or may find graphics online or in publications that are appropriate to convey the client's desired information. After an idea is agreed upon, we supply three options of graphics that meet the client's objectives. After initial review, a final design is selected and one figure is improved to meet the clients criteria. After second review and modification of design elements, the figure is considered completed.

Steps to graphics production

1. Initial meeting/phone call
2. Selection of sample graphics by client
3. Data transferred from client to graphics designers
4. Three graphics options are produced for initial review
5. Client selects one design type and fills out graphics improvement form
6. Graphics designer adjusts figure for secondary review
7. The client reviews graphic. If no further changes are requested, graphic is finalized
8. Figures, graphs, and tables are provided to the client in multiple formats, including jpeg, gif, tiff, pdf, png, and Adobe Illustrator

Considerations

We strive to produce professional quality graphics at the lowest cost possible. We have streamlined our process to accomplish this efficiency. Our product includes one file design and we work with clients through an add-on process when alternations or additional research is needed. The points below address our add-on procedure.

1. We make additional alterations to any graphic beyond our standard initial and secondary review by the client at a rate of \$65 per hour.
2. Our process results in one client graphic in multiple formats. Additional alterations on the original design can be made upon request.
3. Final design is provided in the above listed file formats. We can set up files for printing (full bleeds or placards) for a flat fee of \$85.
4. We can consult on graphics that best meet our clients' needs. We can perform research and create custom data analyses for an additional charge. Please contact us for our rates as they depend on the complexity of our clients' research needs.