

- Book Made from 37 Different INDD Files & Independent Parent Style Document for Updates
- Paragraph Styles Incorporating 10+ Nested Styles & 10+ GREP Styles
- Character Styles Referenced by Nested Styles
- Advanced Indexing of 144 Pages vs. Library of 23,000 Product Numbers
- Data Merge for Large Batch Page Revisions, Used in Cases of 20+ Product Additions, Imports All Product Copy & Imagery
- Custom Scripts: Batch PDF Making, Improved Title Case, Apply Master Pages

Digital Routing

Digital routing and Manual process

- steps:
- Product manager requests manual
fills out request form
Provides copy, image, and previous manual as needed
 - Nora sets up Teamwork
 - Rick reviews and revises copy
 - Designer sets copy
 - Designer sends v1a for review to Rick and Wilder via Teamwork
 - Rick and Wilder review
 - Rick sends back to designer via Teamwork
 - Designer makes changes
 -
 - Designer sends manual to Product Manager via Teamwork
 - Product Manager reviews
 - Product Manger sends back to designer for review
 - Designer makes changes
 - Designer sends v2a for review to Rick via Teamwork
 - Rick reviews changes
 - Rick sends back to designer via Teamwork
 - Designer makes changes
 -
 - Designer sends manual to Product Manager (step 5) via Teamwork
- 7.Repeat steps 5 and 6 until completed

Flattening a PDF

Flattening a PDF

- Why Flatten a PDF?**
- We may want to Flatten a PDF to restrict access to editing certain interactive elements such as forms, form fields, text form fields, buttons, and more. Flattening is the process certain programs use to retain all information in a desired design direction, but also removes the interactive and editable ability of those elements.
- There are 3 programs that can supply us with this option.
- Font - not all our users have this, but it's cheaper than Acrobat, low - medium level technical skill
 - Chrome - not installed on all machines, but could be there and is pretty easy
 - Acrobat Pro DC - not all users have this, this method is the most technical heavy
- Flatten instructions in Foxit:**
- Open the PDF in Foxit and make your text field edits
 - Save as a new document
 - Choose Organize > Flatten.
 - In the Flatten Pages dialog box, specify the page range (current page, all pages, a range of pages), and click OK.
- Flatten instructions in Chrome:**
- Video link - <https://youtu.be/30c-XGM2Mw7e547>
- Open PDF in Foxit or Adobe and make your text field Edits
 - Save
 - Open the PDF in Chrome via Right-Click and Open With > Chrome
 - OR: Open Chrome, in Chrome choose File>Open File (ctrl+O), navigate to and select desired PDF, Open
 - Once open, Send to Print (ctrl+P)
 - Under Destination Select Save as PDF
 - Save the PDF - choose a new name to not lose old file
- Flatten instructions in Acrobat Pro DC:**
- Open the PDF in Acrobat Pro DC and make your text field edits
 - Go to "Tools" tab.
 - Go to "Print Production" app.
 - Click on the "Preflight" option.
 - Search for the fixup "Flatten annotations and form fields".
 - Run the profile by pressing "Analyze and Fix" button.
 - You will be prompted to Save a new document
 - done

Image Callouts

CREATIVE SOP – IMAGE CALLOUTS
CONTINUED

- Routing and approval
 - Put a routing sticker on the printed contact sheet
 - Setup separate teamwork routing requests for the copy-proofer and creative director
 - Copy-proofer - proofs for spelling
 - Creative director - proofs for design and callout placement
 - Make any changes received back from route and create an updated contact sheet each time until approval
 - Once approved by the copy-proofer and creative director, setup a teamwork route request for the photographer and hand the contact sheet to the photographer
- Photographer
 - Proof contact sheet
 - Make changes as needed, file naming
 - Upon completion, share with Vice President of Marketing for approval
 - Make any changes directed by VP
 - Upon completion/approval, format files for INTERNAL IMAGE BANK and then share resulting files under correct brand and product number
 - Archive old product folder under "Photos In Progress"

CREATIVE SOP – IMAGE CALLOUTS
CONTINUED

- Open Lightroom CLASSIC (note: Lightroom and "Lightroom Classic" are separate programs)
 - In the top right menu options, select Library
 - On the left hand side, select Import to bring up the import window
 - Using this window, navigate to the current product folder and import all image files in that folder
 - Once imported, the selected files and their parent folder are added to your library
 - Near the bottom, your Sort selection should be "File Name"

CREATIVE SOP – IMAGE CALLOUTS
CONTINUED

- Select all images related your current product
 - In the top right menu pane select Print
 - If everything previous is done correctly, all selected images will show as if on a contact sheet that is now modified by the settings on the right hand side
 - Edit any settings to your preference keeping in mind this sheet will be used for presentation, including the following:
 - Confirm that you have the Photo Info selection turned on (a check mark shows) and you have selected "Filename" as the designator beside that option
 - Click Page Setup in the bottom left to change your Paper Size to Tabloid if that is not already selected
 - Next to "Print to:" select "JPEG File"
 - Click Print to File and a folder window opens that will allow you to save this contact sheet a JPEG
 - In the folder window, navigate to the current product folder, name the file "current product number" + "contact" and Save, example: 87504contact.jpg
 - Next, next to "Print to:" select "Printer"
 - Click Print, your selected printer will then print a version of your contact sheet, this will be used for physical routing

CREATIVE SOP – IMAGE CALLOUTS
CONTINUED

- Go to File>Export (or press Command+E) to bring up the export window
 - Navigate the export window to the folder for the product you are currently working on
 - Click Save to move to the next step, the Export JPEG dialog box
 - Under Format, select JPEG
 - Confirm/adjust for the settings in the Export JPEG dialog box
 - Check those settings are in place, click Export to finalize
 - All callout filenames for each exported image should match the original file name + ".edit" added towards the end of the filename. Example:
 - Original Filename: 875041 - 03.jpg
 - Callout Filename: 875041 - 03edit.jpg

Logo Suite Building

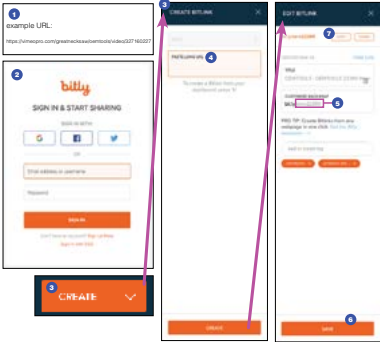
- Logo process – 1.22.2018
- Designer/Design Process** – initial setup and design process with those involved in decision making process which includes creative director, and vice president of marketing. Before completing process and delivering to PA consider these aspects to a logo:
- Clear space** – the amount of space around a logo where no other design elements may rest. Maintaining the Clear space zone between the logo and other graphic elements such as type, images, other logos, etc, ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.
 - Versions** – Consider the various possible styles of setup that will be needed upon final review and implementation of the logo. These may contain, but are not limited to, these options: Multi-color/One-color, Preferred/Alternate, Positive/Reverse, Bug Text
 - Multi-Color Positive Preferred** – The most common usage on light to medium backgrounds
 - Multi-Color Reverse Preferred** – The most common usage on dark backgrounds
 - One-Color Positive Preferred** – The most common one-color usage on light to medium backgrounds
 - One-Color Reverse Preferred** – The most common one-color usage on dark backgrounds
 - Multi-Color Positive Alternate** – An alternate usage on light to medium backgrounds
 - Multi-Color Reverse Alternate** – An alternate usage on dark backgrounds
 - One-Color Positive Alternate** – An alternate one-color usage on light to medium backgrounds
 - One-Color Reverse Alternate** – An alternate one-color usage on dark backgrounds
 - Multi-Color Positive Bug** – The stand-alone symbol element usage on light to medium backgrounds
 - Multi-Color Reverse Bug** – The stand-alone symbol element usage on dark backgrounds
 - One-Color Positive Bug** – The stand-alone symbol element one-color usage on light to medium backgrounds
 - One-Color Reverse Bug** – The stand-alone symbol element one-color usage on dark backgrounds
 - Multi-Color Positive Text** – The stand-alone text-only element usage on light to medium backgrounds
 - Multi-Color Reverse Text** – The stand-alone text-only element usage on dark backgrounds
 - One-Color Positive Text** – The stand-alone text-only element one-color usage on light to medium backgrounds
 - One-Color Reverse Text** – The stand-alone text-only element one-color usage on dark backgrounds

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Creating a Custom bit.ly Link

CREATING A CUSTOM BIT.LY LINK

- Copy the link that you would like to customize.
- Navigate your browser to www.bit.ly and then sign into the GNS bit.ly account. Once you have signed in, you are taken you to the home screen.
- At the home screen, click the "CREATE" button; this pulls up a side window called "CREATE BITLINK".
- Paste the link where it states "PASTE LONG URL" - then, at the bottom, click "CREATE". Once this processes, a new side window called "EDIT BITLINK" will display.
- Once "EDIT BITLINK" is loaded, double-click the phrase after "bit.ly/". You can now custom edit the second half of the bit.ly link. Type in the text you would like to be seen in the new link. In this example, the back-half of the URL has been edited to read "form2289".
- Once you have successfully edited your URL, click "SAVE" at the bottom.
- You can now copy and paste this custom URL for your marketing needs.

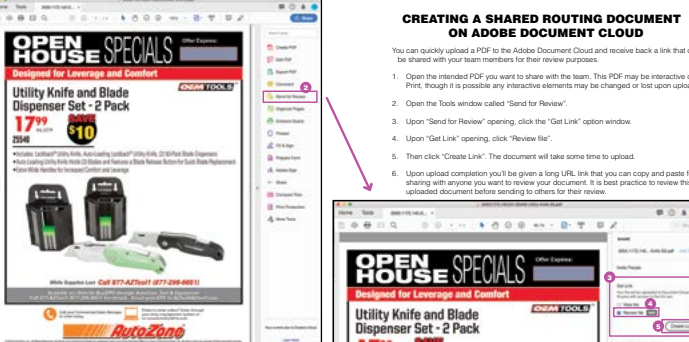


Sharing a PDF via Adobe Document Cloud

CREATING A SHARED ROUTING DOCUMENT ON ADOBE DOCUMENT CLOUD

You can quickly upload a PDF to the Adobe Document Cloud and receive back a link that can be shared with your team members for their review purposes.

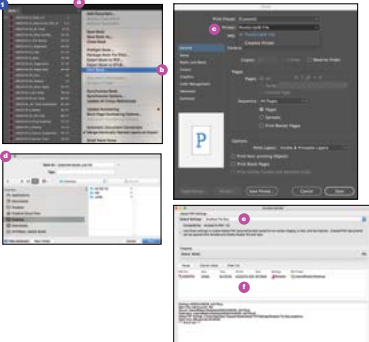
- Open the intended PDF you want to share with the team. This PDF may be interactive or Print, though it is possible any interactive elements may be changed or lost upon upload.
- Open the tools window called "Send for Review".
- Upon "Send for Review" opening, click the "Get Link" option window
- Then click "Create Link". The document will take some time to upload.
- Upon upload completion you'll be given a long URL link that you can copy and paste for sharing with anyone you want to review your document. It is best practice to review the uploaded document before sending to others for their review.



Web-sized Catalog PDF

CREATING A WEB-SIZED AZ CATALOG PDF

- Open the book file and print book as a PostScript® File
 - Open the book
 - Open the additional options menu
 - Select Print Book
 - Select your printer as PostScript® file (.ps)
 - Save this PostScript file to your desktop
 - Open Adobe Distiller and set the Default Setting to Smallest File Size
 - In Finder, navigate to your desktop and find the file PostScript file you saved from Step 1
 - Drag and Drop the PostScript file over the Distiller input and await results
 - If no errors occur, Distiller should create a new PDF of your design. Inspect this file for correctness & acceptable file size.



GreatNeck Tools Standard Operating Procedures

- Writing, Design, and Management for Internal Creative Processes
- Team Direction for Team of 10+ Members

Data Merging in InDesign

COLLECT AND PREP FILES
Collect: A2S to PDF or via PDF

- Collect and prep files
- Collect and prep files
- Collect and prep files

CONNECT AND ASSIGN
Connect starting InDesign document to CSV

- Connect and assign
- Connect and assign
- Connect and assign

START DATA MERGE

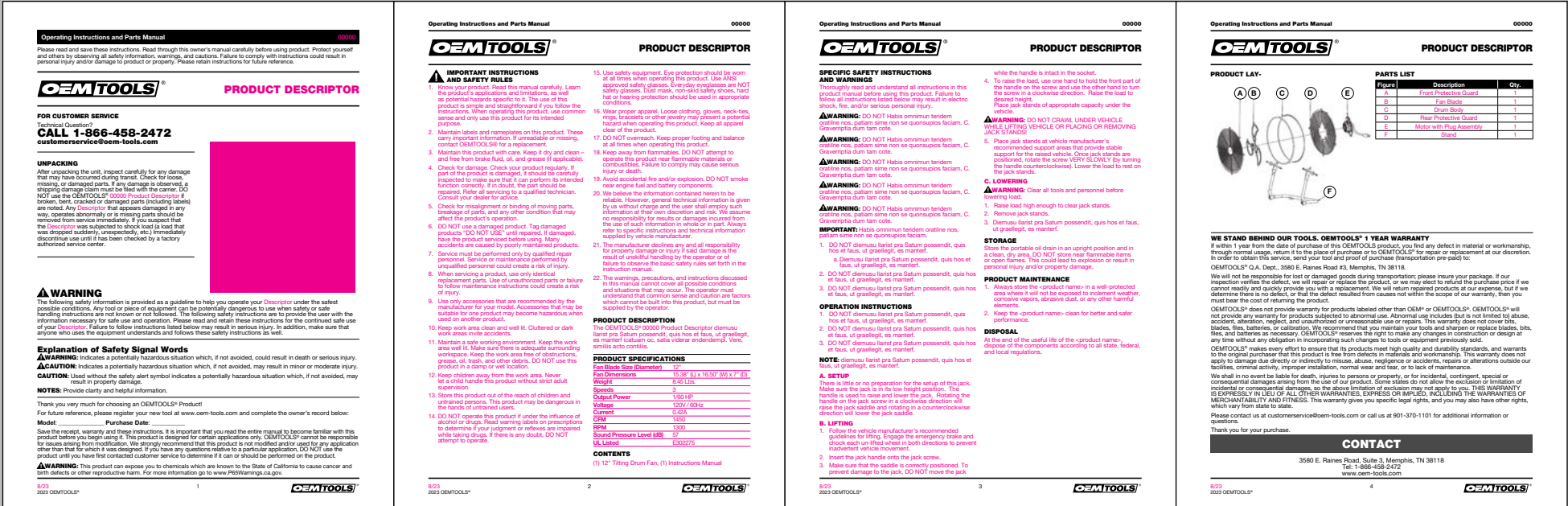
- Start data merge
- Start data merge
- Start data merge

SAVE AND PROOF DOCUMENT

- Save and proof document
- Save and proof document
- Save and proof document

OEMTOOLS Manuals & Templates

- 400+ Library of Products Including Power Tools, Diagnostics, Hand Tools, Jacks & Hydraulics & More
- Created & Maintained Manual Templates for 4 Page, 8 Page, English & Spanish Versions
- Updated Outdated Manuals & Created New Manuals Upon Request/Direction





Product & Package Design, Wild Wings Tableware

- x7, 12-Piece Tableware Sets with 4 Scenes Per Set
- 4 Tumblers Designs, 1 Plate Design, 1 Bowl Design



Product Design, NFL Backpack Cooler Trolleys

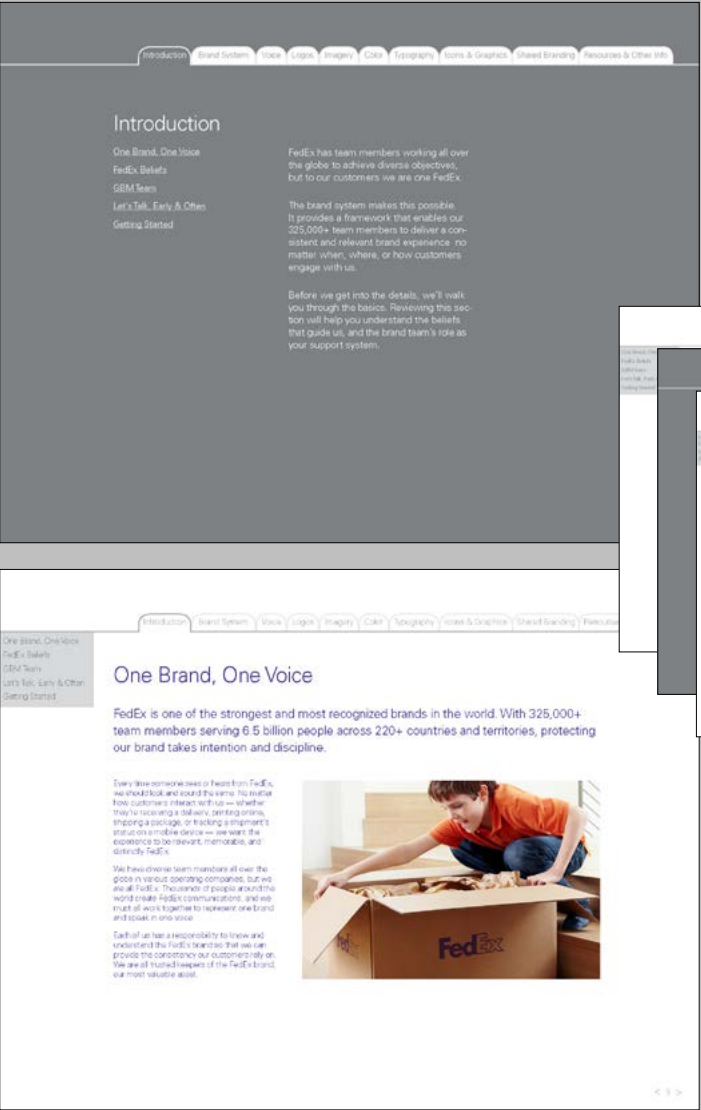
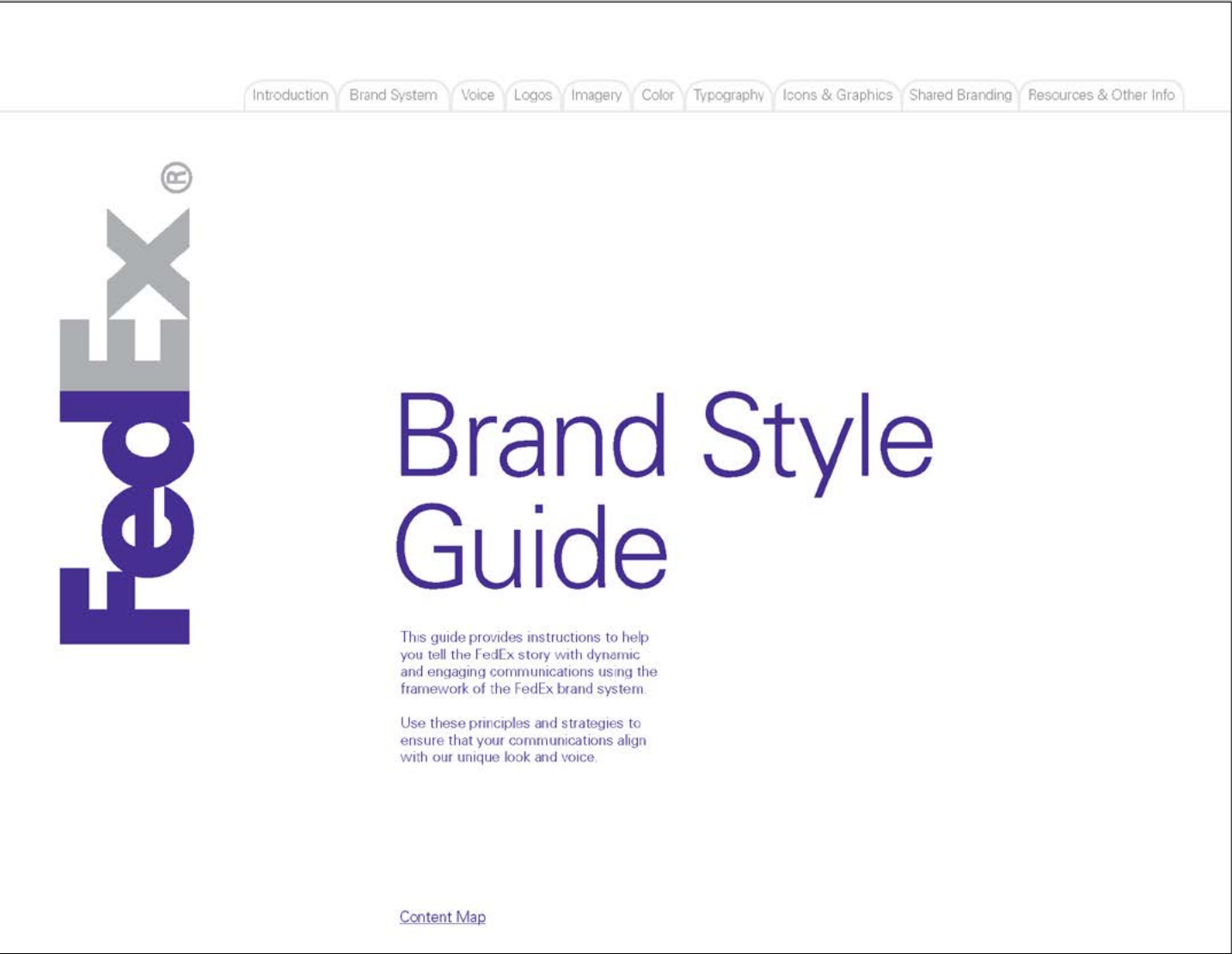
- Trolleys for 32 NFL Teams



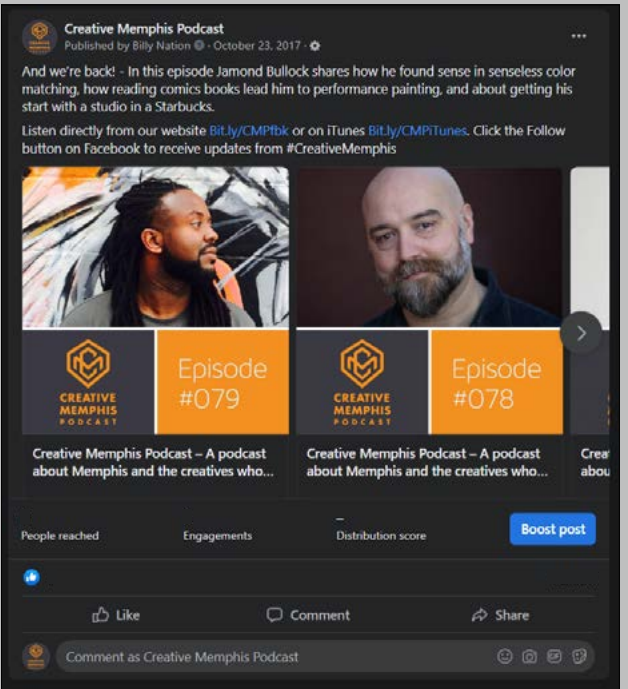
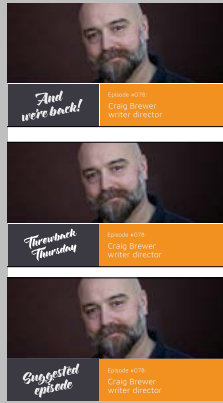
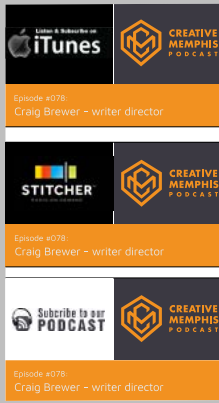
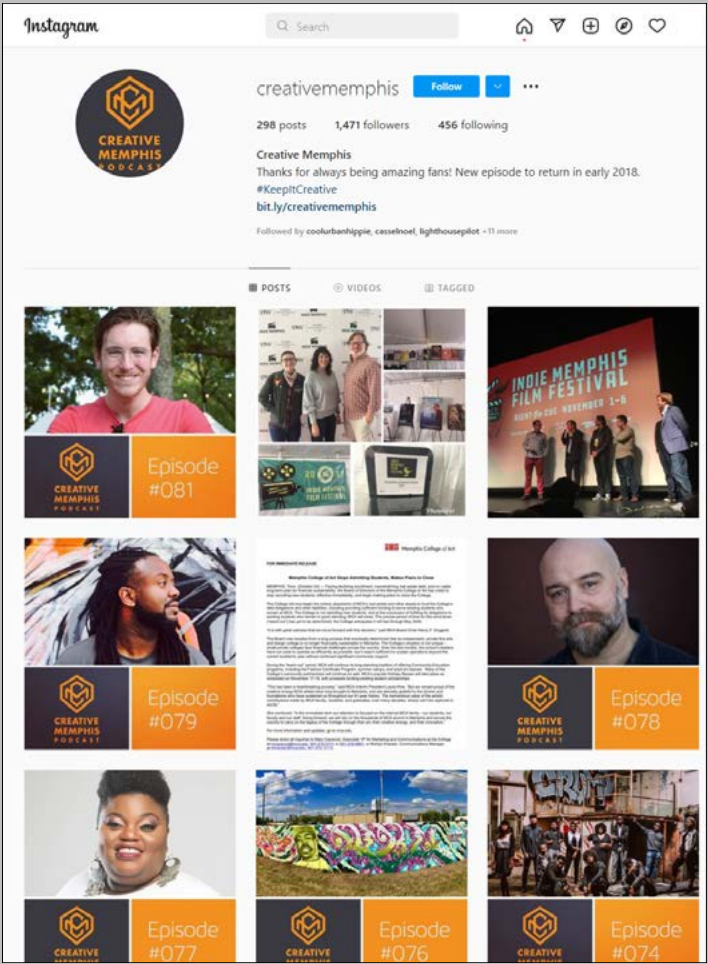
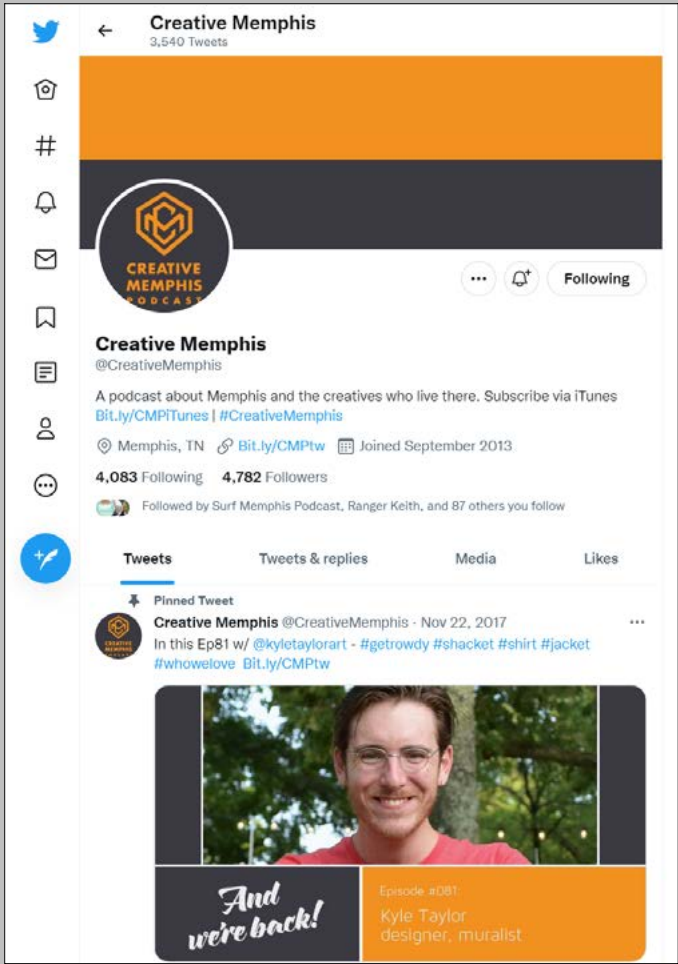
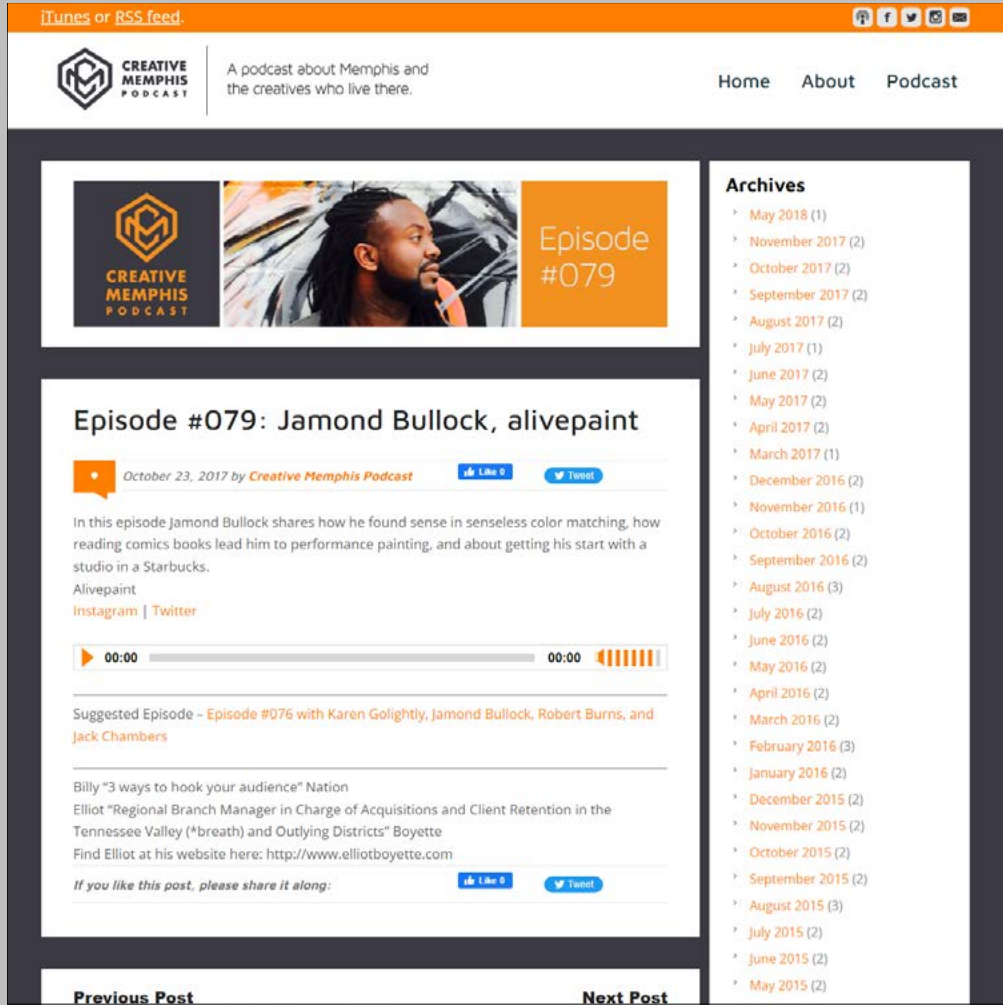
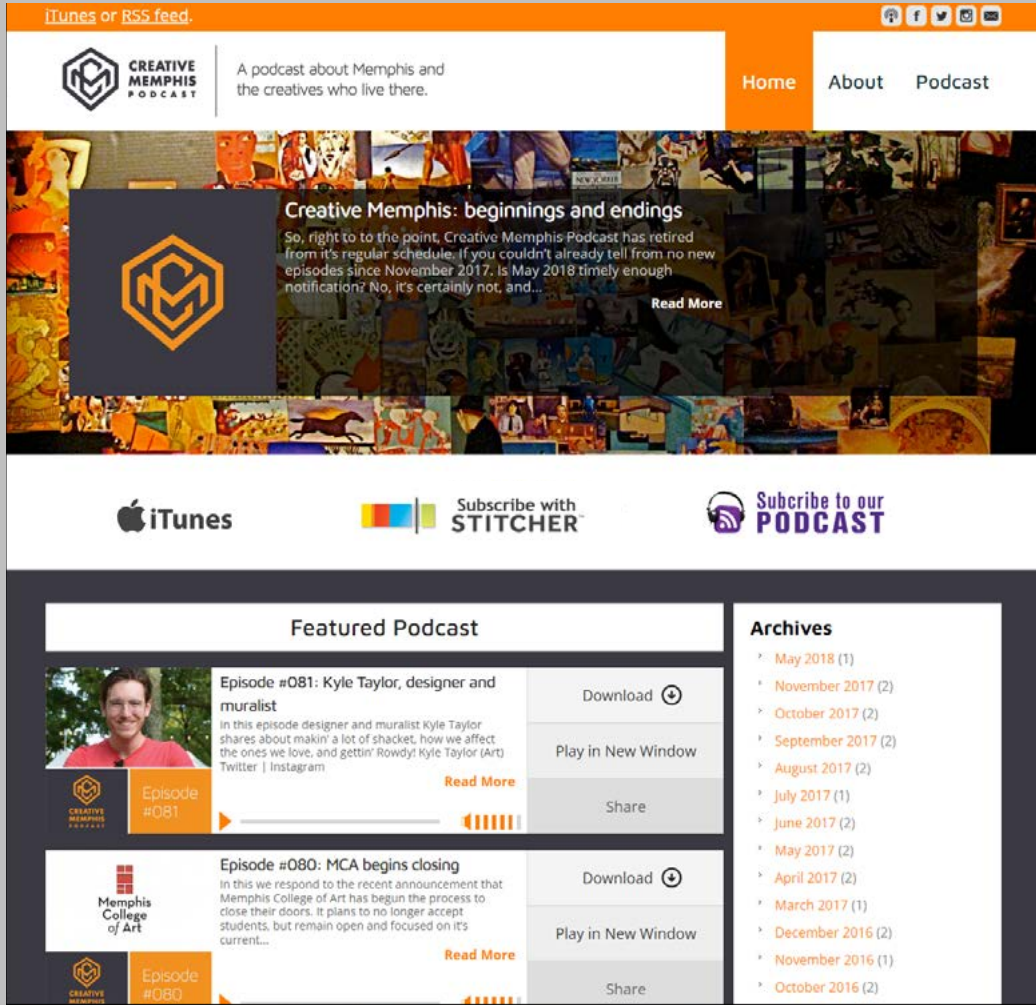
Levitt Shell, campaign materials

- Stage and Promotional Materials for a Local Non-Profit Event/Venue Space
- Billboard, Quad-Fold Brochure, Street Banners, Stage Banners
- Senior Production Art Designer - Billy Nation, Design by Agency Lead Designer





- FedEx Brand Style Guide, Production, Interactive PDF**
- 112 Page Interactive PDF with Internal & External Hyperlinks
 - Home Menu & Section Menu on All Pages with Content Map/Index at the End
 - Worldwide Distribution to FedEx Tier 1 – 3 Associated Design Contacts



Creative Memphis Podcast, a Podcast About Memphis & the Creatives Who Live There

- Co-Founder, 81 Episodes Over 4 Years
- A One Hour Podcast Produced Every 2 Weeks That Focused on the Creative Scene of Memphis, TN.
- Elements Maintained: Website, Social Media (Facebook, Twitter, Instagram), RSS Feed, Apple iTunes Page, Stitcher Page
- Programs/Software/Site Support: Adobe Audition, Illustrator, Photoshop, Hootsuite, WordPress, Google Analytics, Reddit, Slack, Soundcloud, Spotify, Speaker
- Equipment: Soundboard, Compressor Amp, Zoom Recorder, Heil Pr40 Dynamic Microphones