



LAB JOURNAL

VOL. R NO.2

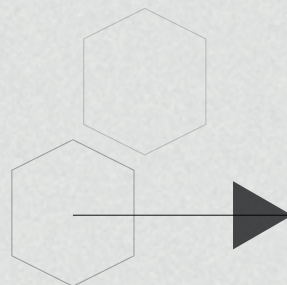


WORKING WITH

COLUMN FIVE

Infographic Department

Research Center



12

INTRODUCTION

STEPS WORKING WITH COLUMN FIVE

What follows is a handy guide to working with Column Five. This time-tested approach will ensure that communication is clear, work-flow is efficient, timing is on-point, and everyone is pleased with our working relationship.



KEY **Ct** CLIENT

Cf COLUMN FIVE

STEP

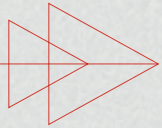
01 – DATA DELIVERY

12

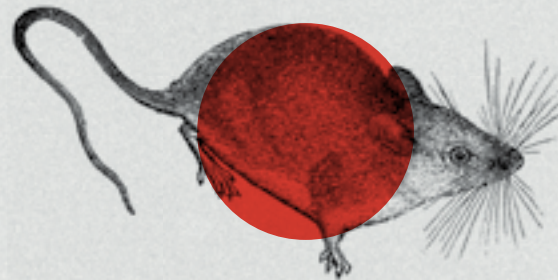
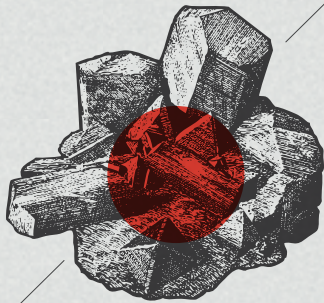
Ct

No 01

In order to get a feel for the scope of the project,
and gain expertise on the subject matter going into our initial call,



**YOU SHOULD PROVIDE ANY RESEARCH, INFORMATION, OR OTHER DATA
YOU WOULD LIKE INCLUDED IN THE GRAPHIC.**



STEP

02 – KICK-OFF CALL

12



Cf Ct

This initial call will cover introductions, and give us a chance to hear the details and objectives of the project directly from you.

HERE ARE SOME QUESTIONS WE WILL ASK, SO YOU CAN BE PREPARED WITH THIS INFORMATION.

- PROJECT OVERVIEW
You may have provided some project details in the contract process, however, our project manager should hear this summary directly from you to ensure no information is lost.
- TIMELINE
We will want to know your deadline for the project and any other milestones we should be aware of.
- OBJECTIVES
What is the purpose of this graphic?
 - ▶ Explaining complex information?
 - ▶ Brand exposure?
 - ▶ Traffic?
 - ▶ Thought-leadership?
 - ▶ Marketing collateral?
- IS THE GRAPHIC FOR PRINT OR WEB?
- GRAPHIC DIMENSIONS AND ORIENTATIONS
Do you prefer portrait or landscape?
Do you have specific dimensions or constraints?
- PREFERRED STYLE/COLOR SCHEME
What other infographics do you like from our site or others?
- WOULD YOU LIKE YOUR LOGO ON THE GRAPHICS?
If so, we need a vector (.ai or .eps) file.

No 02

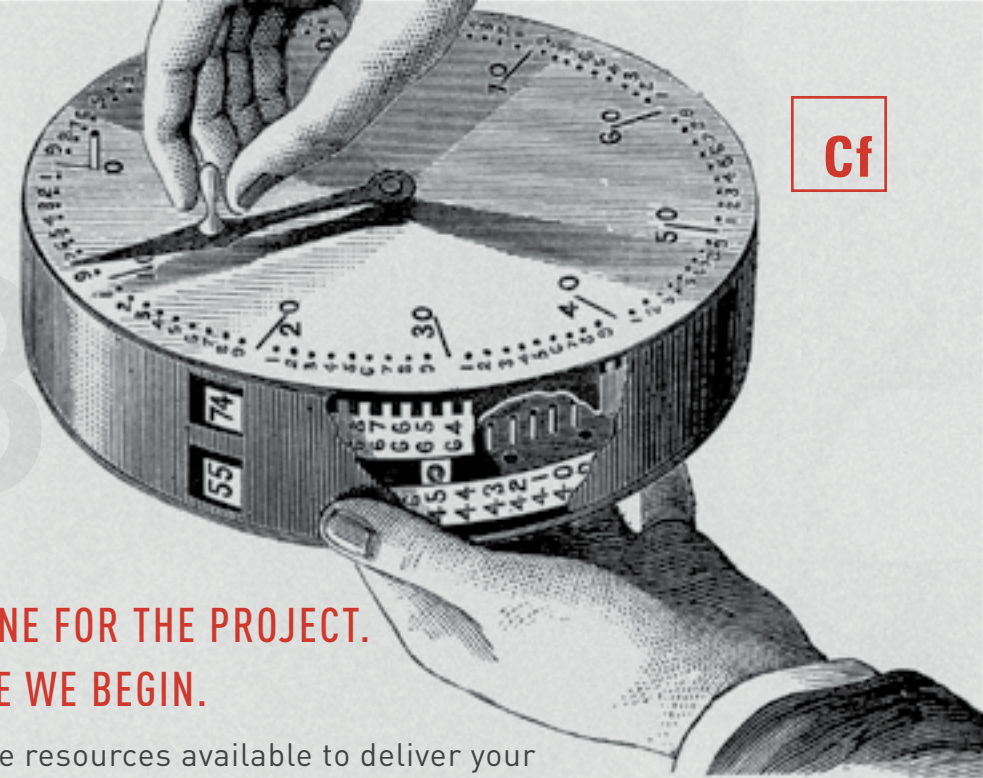
STEP

03 – **TIMELINE DELIVERY**

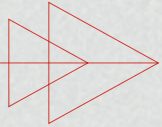
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No 03

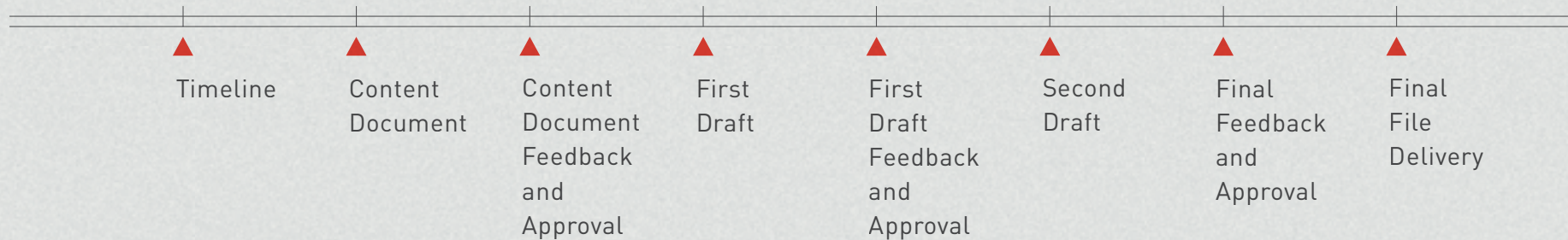


Based on the call,



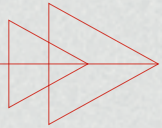
OUR PROJECT MANAGER WILL SEND OVER A PROPOSED TIMELINE FOR THE PROJECT. PLEASE LET US KNOW IF YOU WILL NEED ANY CHANGES BEFORE WE BEGIN.

As we are all very busy people, this timeline ensures that we will have the resources available to deliver your work on time. Delays in feedback will disrupt scheduling, and can add to project scope.





Once we are underway,



OUR PROJECT MANAGER WILL DRAFT AND SHARE AN OUTLINE OF THE INFORMATION TO BE INCLUDED IN THE GRAPHIC.



THIS MAY INCLUDE ANALYZING AND ORGANIZING YOUR DATA, ADDITIONAL RESEARCH ON OUR END, AND DEVELOPING A COMPELLING EDITORIAL ANGLE FOR THE PIECE.



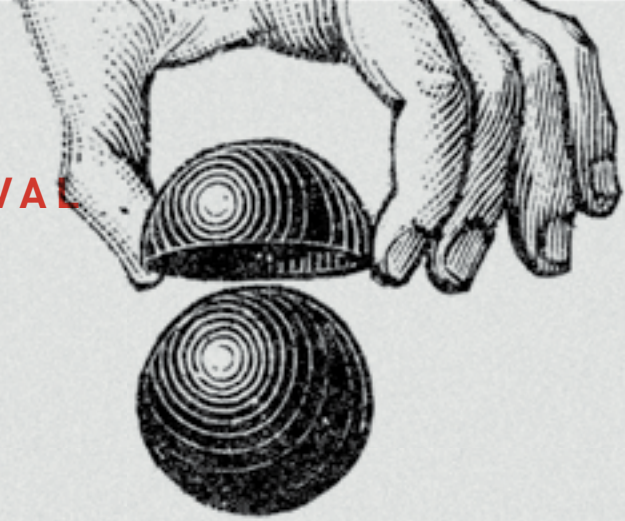
STEP

05

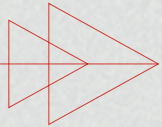
– CONTENT DOCUMENT FEEDBACK AND APPROVAL

12

Ct

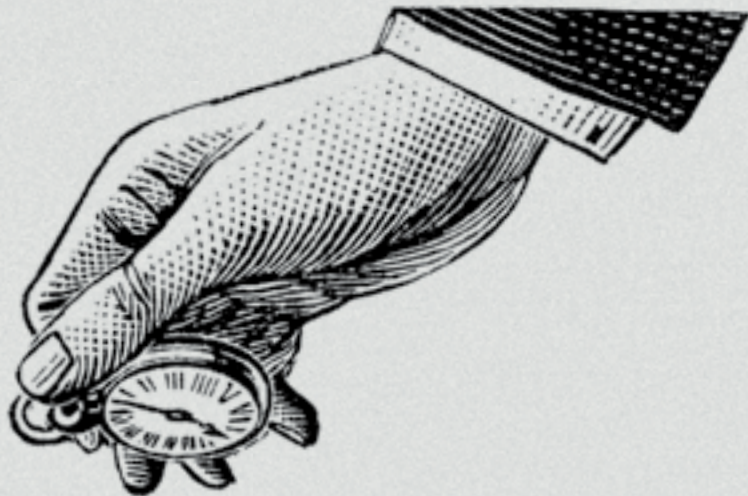


No 05



ANY CHANGES YOU WOULD LIKE TO THE INFORMATION THAT WILL BE INCLUDED IN THE GRAPHIC CAN AND SHOULD BE MADE AT THIS STAGE.

ANY SIGNIFICANT CHANGES TO THE CONTENT AFTER DESIGN IS UNDERWAY WILL ADD TO THE SCOPE OF THE PROJECT.

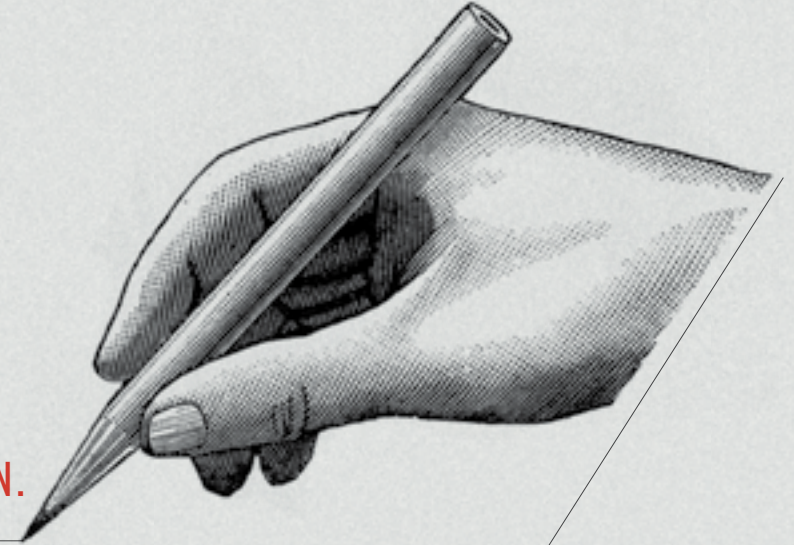


STEP

06 – SKETCH DELIVERY

12

Cf



Based on the approved outline,

OUR PROJECT MANAGER WILL WORK WITH ONE OF OUR DESIGNERS TO CREATE THE BEST VISUAL REPRESENTATION OF THE INFORMATION.

THE OUTPUT WILL BE A SKETCH TO GIVE YOU AN IDEA OF THE LAYOUT, AND GRAPHIC ELEMENTS THAT WILL BE INCLUDED IN THE PIECE.

Nº 06

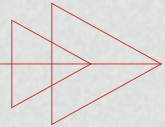
STEP

07 - SKETCH FEEDBACK AND APPROVAL

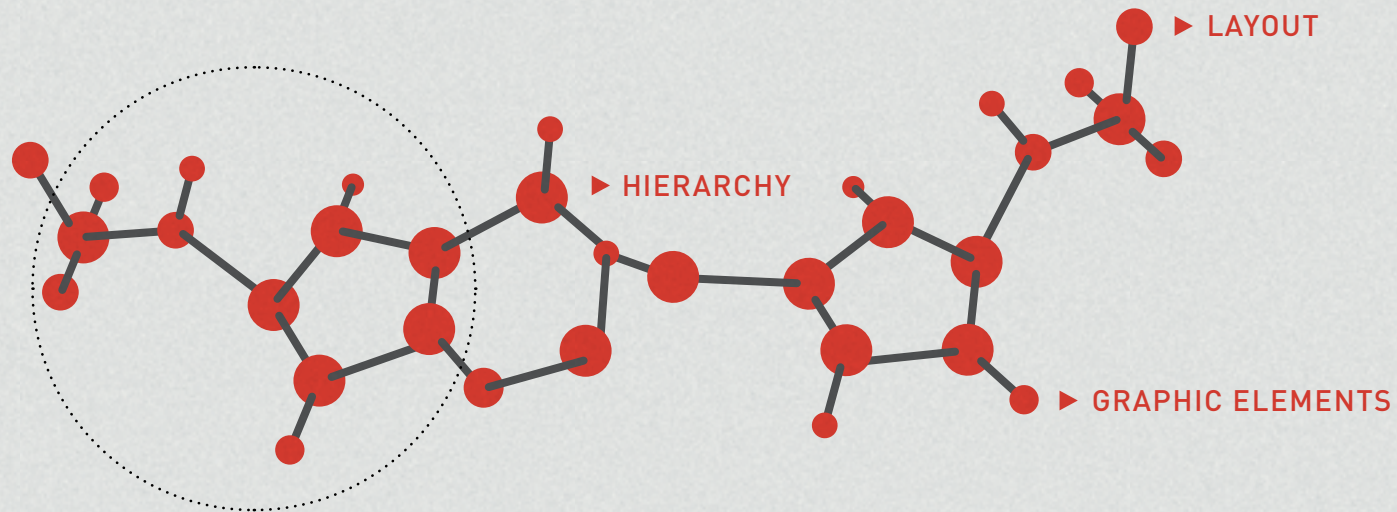
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No 07



FEEDBACK AT THIS STAGE SHOULD ADDRESS
THE LAYOUT, GRAPHIC ELEMENTS, AND HIERARCHY OF INFORMATION DEPICTED IN THE SKETCH.



STEP

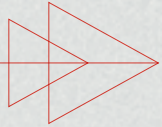
08

– INITIAL DRAFT DELIVERY

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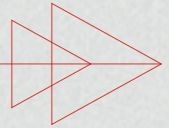
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FIRST

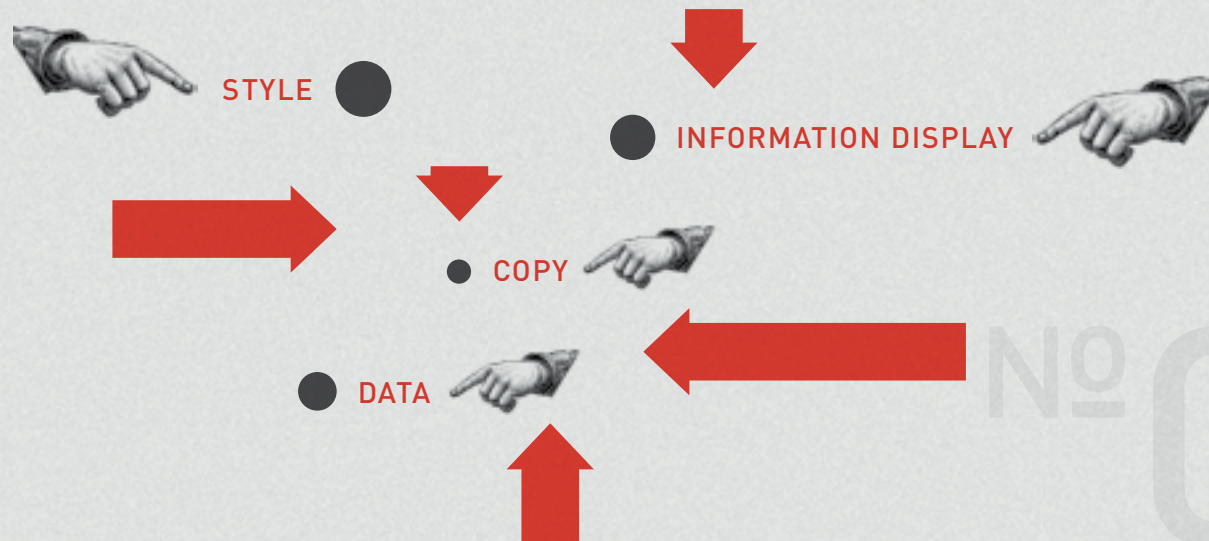


TAKING YOUR FEEDBACK INTO ACCOUNT,
WE WILL WORK FROM THE SKETCH TO DRAFT A COMPLETE VERSION OF THE GRAPHIC.

No 08



THIS SHOULD BE A UNIFIED AND COMPREHENSIVE ROUND OF FEEDBACK FROM ALL STAKEHOLDERS. IT SHOULD ADDRESS STYLE, DISPLAY OF INFORMATION, AND ANY MAJOR CHANGES TO COPY OR DATA.



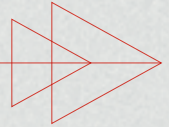
No 09

STEP

10 – SECOND DRAFT DELIVERY

12

Cf



A NEAR-FINAL DRAFT THAT HAS ADDRESSED ALL FEEDBACK FROM THE FIRST ROUND WILL THEN BE DELIVERED.

No 10



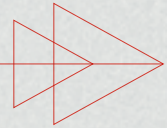
SECOND

STEP

11 – FINAL FEEDBACK AND APPROVAL



12



THIS ROUND SHOULD ADDRESS:



No 11



COPY CHANGES



LOGO INCLUSIONS



OTHER MINOR TWEAKS

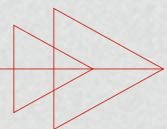


STEP

12 – FINAL FILE DELIVERY

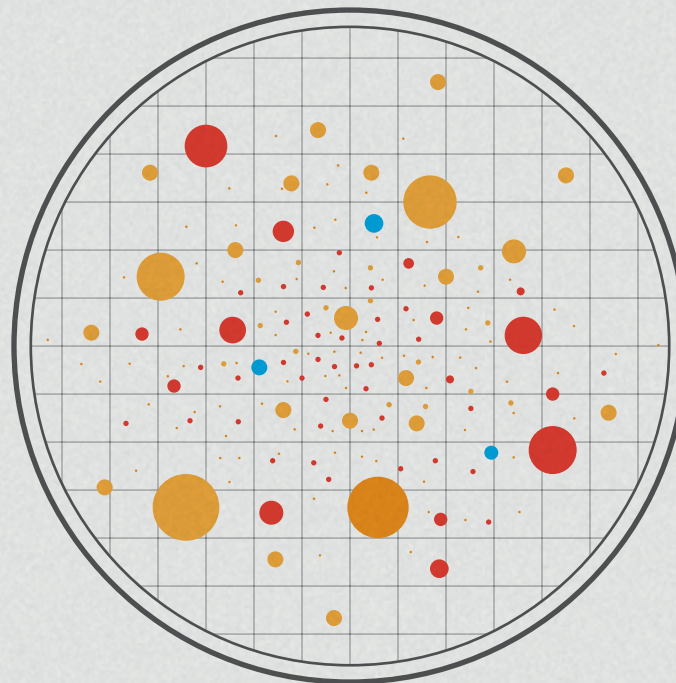
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WE WILL DELIVER THE FINAL FILE VIA EMAIL.

No 12



FILE FORMAT:

▶ FOR STATIC INFOGRAPHICS

JPG

OR

PNG

▶ FOR INTERACTIVE GRAPHICS

SWF

SOURCE FILES CAN BE PROVIDED FOR AN ADDITIONAL FEE.





SOCIAL PR PROMOTION



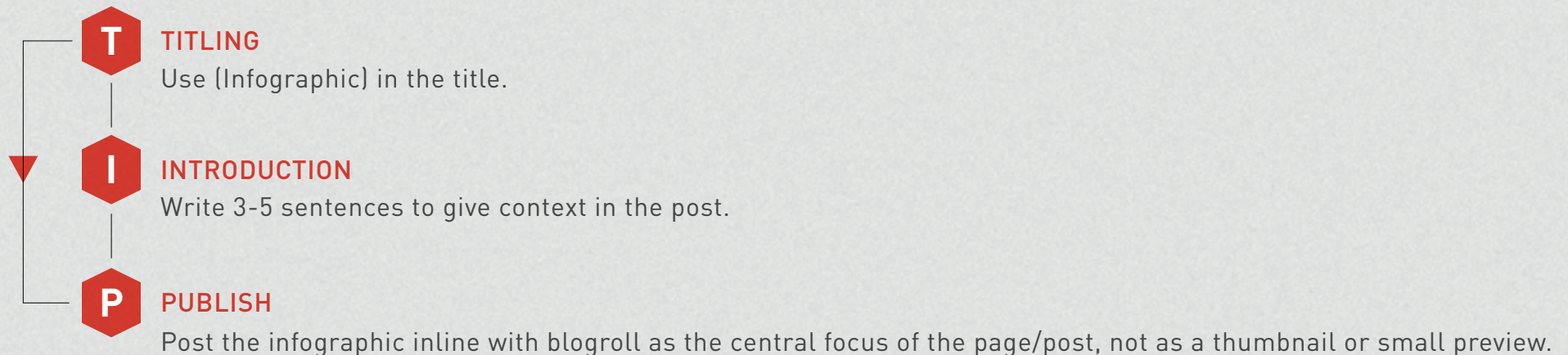
GOALS AND EXPECTATIONS

A successful promotion is determined largely by the subject and tone of the piece. An infographic that describes company-specific processes or products can be useful as sales or marketing collateral, but will not have broad appeal in social media channels. Conversely, an informative piece on a general topic will likely attract more attention and links. It is important to understand that adding mentions of your company beyond attribution of the graphic will always lower our chances for widespread promotion.



PUBLISHING

If intended to be promoted, infographics should be published on a blog or on a static html page on your site. Make sure your analytics script is running on the page so you can measure traffic and other important metrics. Please talk to us before placing the infographic in any other context, such as offering exclusive placement to a media partner or posting to your Facebook page.

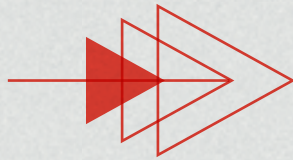


SOCIAL BUTTONS

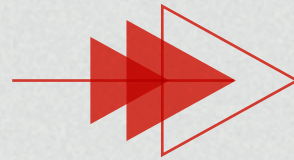
Make sure you have the official Twitter counter, Facebook 'like' counter, Google +1 button, and StumbleUpon counter installed. We can install a custom WordPress plug-in for you if you need help with this.

PROMOTIONS

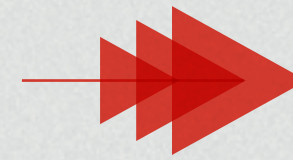
Within five days of initial publishing, we implement a tripartite approach in our Social PR promotion:



1/ Submit infographic to social news and networking sites such as Digg, StumbleUpon, Reddit, Facebook, Twitter, and Google+.



2/ Next, we target relevant media outlets and publications to republish the piece.

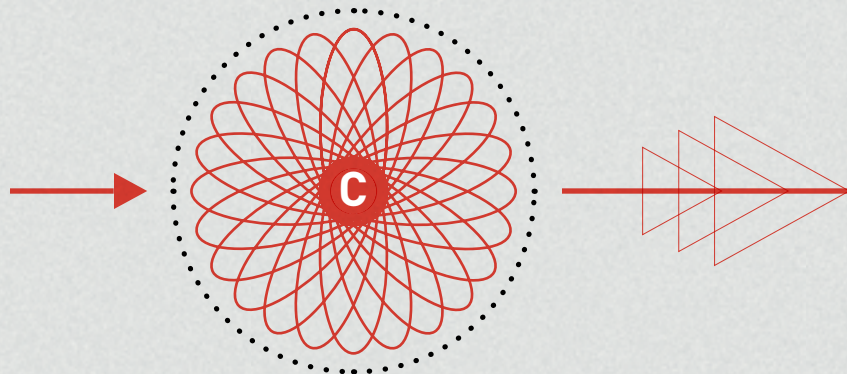


3/ Finally, we approach industry-specific blogs and infographic design sites for additional pickup.

RESULTS

Please allow up to 30 days for the full effects of our promotional efforts to be realized.

Often we get the pickup we want right away, but sometimes it can take several weeks for a piece to reach its potential.



OUR PROMOTION PROCESS IS EVER-EVOLVING,
AND WE TAILOR IT TO FIT EACH CLIENT'S INDIVIDUAL NEEDS.

**WE
LOOK
FORWARD
TO**



**WORKING
WITH
YOU**



Jason Lankow: CO-FOUNDER/CEO

Josh Ritchie: CO-FOUNDER/CREATIVE DIRECTOR

Ross Crooks: CO-FOUNDER/CREATIVE DIRECTOR

To contact, please email your project manager.

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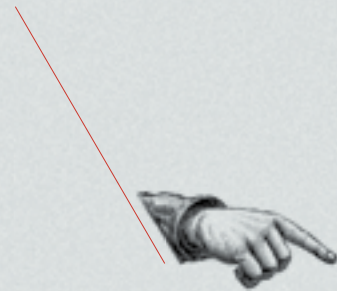
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