

# The Road to Getting in the Field

CONCEPT • COMP • FINAL ART

The road to getting your art in the field has three major checkpoints, all of which serve different purposes. This snapshot defines each checkpoint for your reference and helps show key decision-making areas. Note that each project is different—this is only an overview.

## CONCEPT



### Purpose

This is the ideation stage, which outlines the main visual. It is often a pencil sketch that establishes the look and feel of a piece/job/program.

### What It Is

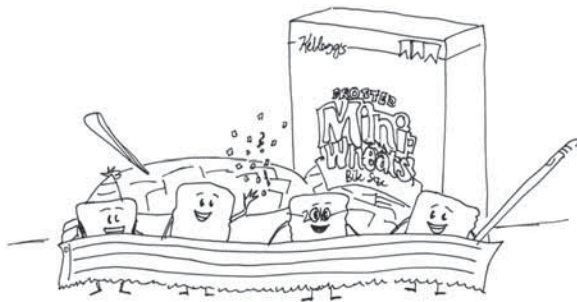
- Pencil sketch or rough color comp.
- Flexible and scalable.
- Easily changed/adjusted.
- Compiled of Greeked copy and for-position-only images (to give general layout look and feel).
- A baseline for the main look for all program elements.

### What It Is Not

- A piece of actual field-ready art.
- A high-resolution, color-corrected output; it should not be sent to print as is.

### What's Happening

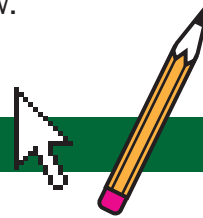
- The creative team has drafted ideas based on the original direction, to show key elements, including copy, photography, fonts, etc.



REVISABLE



## COMP



### Purpose

This layout features more locked-down positioning of the concept, copy, and imagery.

### What It Is

- Low resolution/low quality/not printable.  
*Note: An excessive number of changes results in higher hours and associated costs.*
- Ready for approval to move into the studio to create final art.
- A more locked-down reference to the final product.

### What It Is Not

- A piece of actual field-ready art.
- A high-resolution, color-corrected output; it should not be sent to print as is.

### What's Happening

- The creative team is making adjustments to the layout, including tweaks to the imagery, copy, offer, participating product images, legal, etc.



ONLY SELECT REVISIONS



## FINAL ART



### Purpose

This is when the final files are built, incorporating printer/vendor specifications and die lines, and taking in to account all production variables.

### What It Is

- High-resolution, color-corrected files that can be leveraged and reproduced multiple times.
- Final/complete (price points, SKUs, legal, etc.).
- A piece of actual field-ready art.
- Scalable to other programs as needed and available for multiple uses.

### What It Is Not

- Able to have concept/key-visual revisions.
- Able to have more than minor content revisions.

### What's Happening

- Comp layout is being converted to final art. Only mandated revisions (e.g., for legal purposes) should be made because changes are more time-consuming and costly.



ONLY MANDATED REVISIONS

