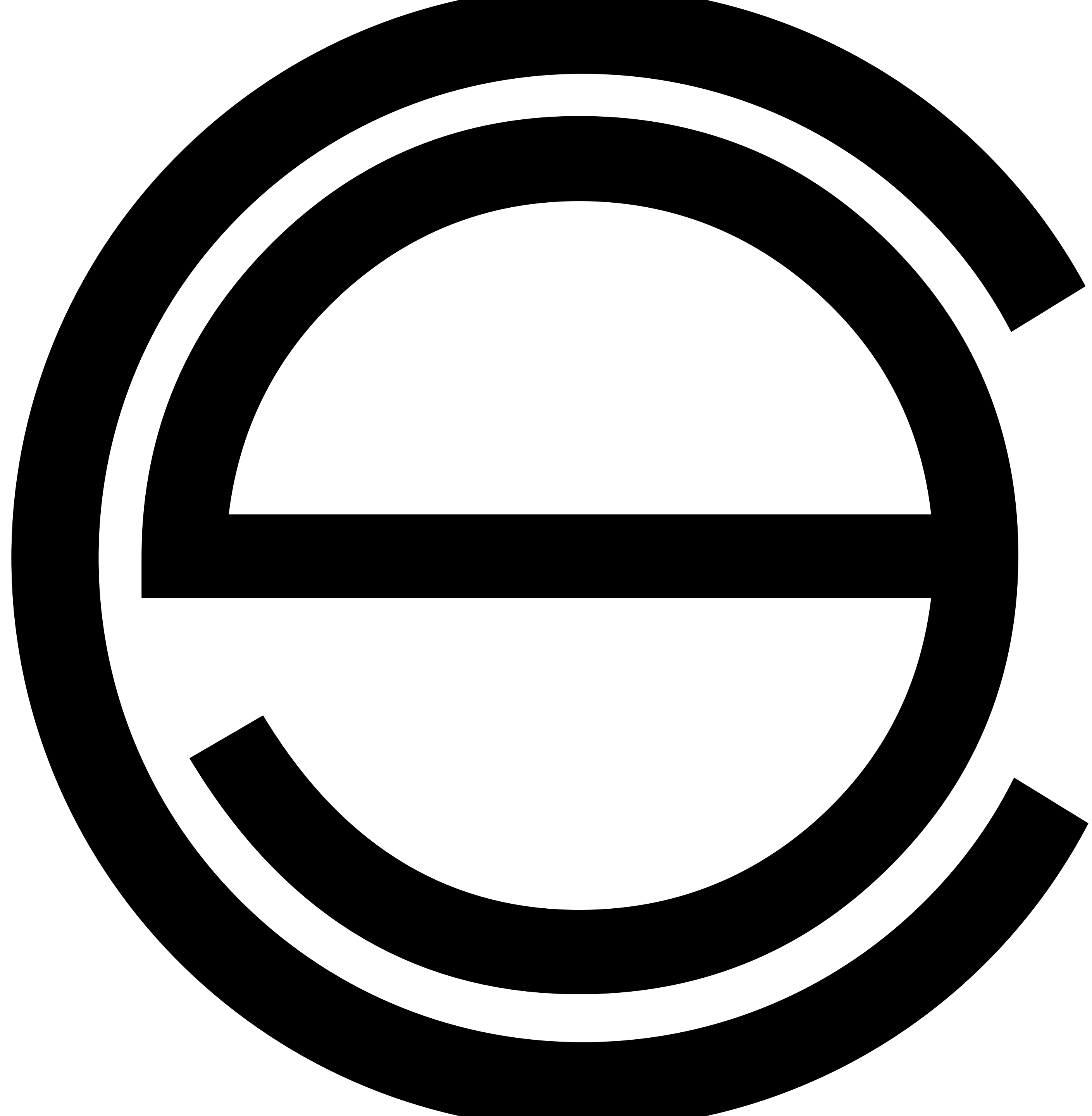


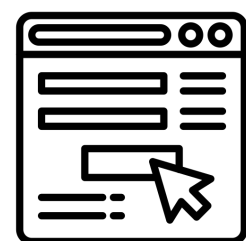
Hi, Second. We're Creative Element.

We are a full service design company in partnership with Second Baptist Church that produces high-quality digital and print work, with your ministry needs in mind every step of the way.

Let's create something together.



Design Process



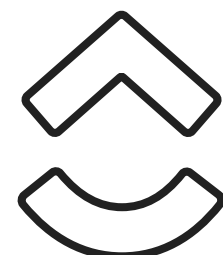
Request

Submit design requests via the intake form available at creative-element.com/sbc and on SBC intranet.

Complete all the required fields re: content, print or digital deliverables, deadlines and contact information. Please provide art direction and include any inspiration images.

Once submitted, expect a response within 2 business days from Creative Element.

See following page for an estimation of turn times to keep in mind re: deadlines.



ClickUp

Once your design request is submitted, the form will populate a task with all the details in ClickUp; the platform CE uses for all job-related communication.

If you already have a ClickUp account, you will be added as a "watcher."

If you are new to ClickUp, a CE designer will send you an invitation upon receipt of your request. The account is free. There are both desktop and mobile versions.

You will be added to your campus-specific space.



Assign + Quote

Your job will be assigned to a CE designer, and they will be your point of contact for the duration of that job.

We will confirm and clarify any details needed in order to start designing.

Quoting: A pricing matrix with pre-quoted quantities and materials is available for a variety of jobs that are often requested from SBC.

Custom quotes can be requested. Please allow for additional days if a custom quote is required.

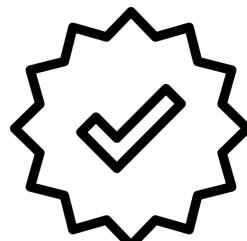


Design + Proof

You will be notified via ClickUp when proofs are available. They will be visible in both the "Activity" and "Attachment" sections of your ClickUp task.

All proofs, file sharing, revisions, and approvals will happen within ClickUp.

For efficient revisions, please utilize the "comment" option in ClickUp's PDF viewer.



Finalize

Once a written approval is received for each asset that has been requested, final digital files will be provided as needed or final print files will be submitted to a print vendor.

For any print jobs, CE will communicate with the vendor re: specs and delivery deadlines.

Please let us know when you have received your printed items.

Turn Times



The DESIGN times below reflect what can typically be expected with a new art request. Note that every job has nuances that may cause a piece to need additional time. These are approximate. Design time starts once all content and art direction has been received.

- **SIMPLE DIGITAL ASSET** (slide, web banner, social media post): **3-4 DAYS**
- **COMPLEX DIGITAL ASSET** (email, social media campaign): **4-5 DAYS**
- **SIMPLE PRINT ASSET** (postcard, poster): **3-4 DAYS**
- **COMPLEX PRINT ASSET** (brochure, event program, invitation, newsletter): **5-7 DAYS**
- **BOOKLETS** (long format, 8-12 pages): **5-7 DAYS**
- **BOOKS** (long format, 16+ pages): **10+ DAYS** (depending on page count)
- **BRAND** (event look/feel, logo, marketing campaign): **10 DAYS**

RUSH FEE: Any design request that is under 48 hours for job involving new art will receive a rush fee.

The PRINT times below reflect what can typically be expected. These production days are in addition to the design time. This should be considered when planning a design request.

- **SIMPLE PRINT ASSET** (postcard, poster, easel sign): **3-5 DAYS**
- **COMPLEX PRINT ASSET** (brochure, event program, invitation, multi-page booklet): **7-10 DAYS**
- **BOOKS** (long format, 16+ pages): **10-15 DAYS** (depending on page count and bindery)