

# Working with Creative Services

Transform your marketing vision into reality with these tips.

When it comes to creating and designing advertisements and other marketing material, it can be difficult to reach an end product that consistently meets your expectations — especially if you struggle understanding design terminology and software. Describing your vision to transform it into a marketing masterpiece and understanding all required specifications is a whole new feat.

Luckily, there is a team of experts to help you understand what designers need from you. The Creative Services (CS) team of Hereford Publications Inc. (HPI) offers the following tips to help take your sale catalog, directory, brochure, flyer or other project to the next level.

## How to prepare

As a producer, there are certain things you can do to help your designer to replicate your vision. First and foremost, identify the message to communicate and the preferred timeframe for the marketing piece to be available for potential customers.

“Aside from setting a marketing goal for their promotional piece, clients should have in mind what elements (both print and digital) they want to include for these projects,” says CS Coordinator Samantha Albers.

She adds it is important for producers to plan ahead and start the design process early with the CS team. For print catalog production, Albers recommends reaching out to CS approximately eight to 10 weeks prior to sale day. On the other hand, producers should reach out to CS about four to six weeks in advance for projects like online catalogs, brochures and logos.

Along with a goal and timeframe, there are specific pieces designers will need, including photos, footnotes, active registrations, genomic-enhanced

expected progeny differences (GE-EPDs) and ideas for specific page layouts and design elements.

## Identifying a creative direction

From a designer’s perspective, HPI’s Teri Wolfgang says samples or ideas of design items help kickstart the design process. A vision for color schemes, photo borders, EPD layouts, footnote layouts and other graphic elements

will help designers create a visually appealing piece the first go-round.

“It is easier to start with an idea of what you like rather than a blank piece of paper,” the graphic designer explains.

Whether you are looking to have a catalog made or are in the market for a logo redesign, it is important to have a clear and strategic goal for the piece and, according to Albers, “Setting a goal or having a vision prior to contacting Creative Services will help the CS team with designing and creating a marketing piece that will benefit the breeder’s operation.”

## Camera-ready files

Submitting a camera-ready, or print-ready, advertisement is a popular option. Advertising Coordinator Alison Marx explains a high-resolution portable document format (PDF) is the preferred format for print-ready submissions. “Make sure to follow the specific page specifications laid out for that project,” she recommends. “Above all, always reach out with questions if you are unsure about something.”

## Content matters

When it comes to marketing pieces, quality is valued more than quantity. The design process starts with content, and the quality of that content can make all the difference in a successful and eye-appealing piece.

Albers says understanding specifications for photos, such as



Tabloid

Glossy

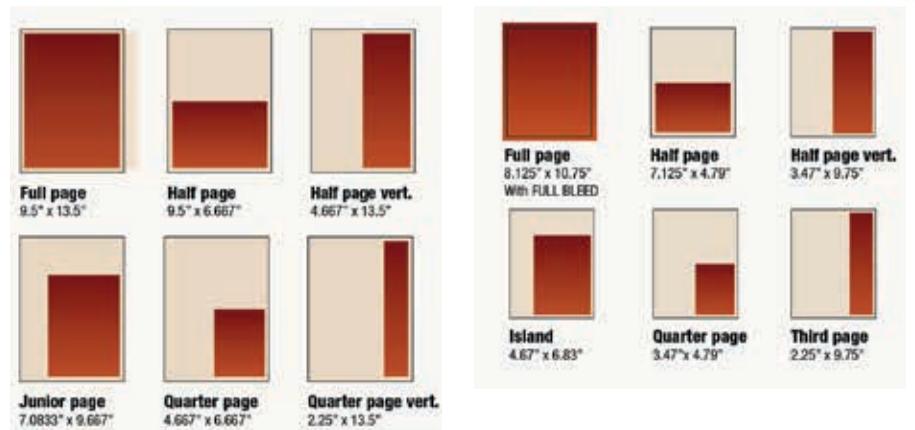


image resolution and size, helps achieve a quality look.

“It is important to send original photo files to keep the high resolution and image quality,” she recommends. For example, downloading photos from social media results in problems because photos are downsized, or saved as a smaller file size with lower resolution, when uploaded to social media. Every time a photo is downloaded from social media, it is downsized again.

Every design piece is different, whether in size or purpose, which is

why it is important to be attentive to design specifications, or specs.

Specs, such as page size, can be commonly misconstrued.

Dimensions for a “full-page ad” vary depending on the specific publication and issue. For instance, full-size specs in the glossy issues differ from those in the tabloid issues of the *Hereford World*.

Sharon Blank, graphic designer for HPI, dives into detail saying, “A full page ad in a state directory is not the same size as a full page in the magazine or a catalog. An 8.5-by-11-inch ad does not convert to a 5.5-by-8.5-inch ad.”

While it may seem complex, the CS team with HPI is always ready to answer questions and provide services as best they can. If you are unsure the content you have is the right quality, or if you simply do not understand the specifications of your design project, questions are always welcomed.

“When working with designers, if you do not understand or question something, always ask. There is always someone here who can help,” Wolfgang says. **HW**

**Editor’s Note:** Visit [Hereford.org/marketing/creative-services/](http://Hereford.org/marketing/creative-services/) to view the HPI media kit for more information on advertising specifications.

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## Glossary of design terms\*

**Bleed** — a printed image extending beyond one or more of the finished page margins and is later trimmed so the image “bleeds” off the edge of the sheet

**Camera-ready** — to-be-printed copy and/or artwork requiring no additional layout, positioning, redrawing or typesetting — in other words, it is prepared to be photographed for a negative or printing plate

**Caption/cutline** — in typography and page layout, any strictly descriptive text accompanying an illustration, located beneath, alongside or above it

**CMYK** — abbreviation for cyan, magenta, yellow and key (black), the four process colors

**DPI** — dots per inch is a unit of measurement used to describe the resolution of printed output



**Drop folio** — in book typography, this is printed at the bottom of a page (i.e., page number); also known as a foot folio

**Spread** — in page layout and printing, any two-facing pages of a book, magazine, newspaper or other publication

**Widow** — in typography, the last line of a paragraph when it is less than one-third the width of the column, especially when it is the carry-over of a hyphenated word; can also refer to one word or word part standing alone in a line of a heading or a caption

**Live area** — The live area is the area within an advertisement space where all important text, pictures and information must be contained

**Page trim** — the page trim represents the final dimensions of your advertisement; for full-page advertisements, this is also the size of the publication **HW**



\*All definitions compiled by the Hereford Publications Inc. staff.