



Onsite Design & Production Studio

# What is an Onsite Design & Production Studio?

# A Design Studio In Your Office

- A design and graphics studio functioning within your office
- Designs Print & Digital communications and undertakes the entire set of pre-press activities
- Staffed, equipped, and managed by IMAGEO Media



# Backed by a Central Facility

- Backed by a central studio
- All pre-press services rendered by the central studio
- Senior design team for jobs requiring sophisticated inputs like, campaigns, corporate and brand identity, event-related communications, etc.



**What services does the Onsite Design & Production Studio offer?**

# Designs & Design Adaptations

- Design concepts for a range of print communications like Brochures | Catalogs | Presentations | Posters | Direct mailers | Hoardings | Signage | Identity | Promotional material for events | Business stationery...
- Adapt existing designs across various applications
- Adapt existing campaigns
- One-off pieces of communications that doesn't need the full complement of creative skills
- Web banner | Digital communication | HTML mailers



Conceptualise & Develop Designs



Adapt Designs

# Artworks

- All activities needed to convert designs into artworks
- Scanning and retouching images, creating illustrations, and positioning elements in a layout
- Co-ordinate translations in Indian languages



Scanning



Retouching



Illustration



Layout

# Print Coordination

- Coordinate with printers on your behalf
- Develop vendors and benchmark them for print-related services



Benchmark Costs



Develop Vendors



Co-ordinate printing



# What can the Onsite Design & Production Studio do for you?

**Marketing Communications**    Brochures | Catalogs | Leaflets | Packaging | Press Ads  
Direct mailers | Hoarding | Banners | Standees | E-mailers | Web  
banners | HTML mailers

**Corporate Communications**    Corporate Brochures | Annual Reports | Press Kits

**Internal Communications**    Templates | Forms | Other Tools

**Other  
Communications**                    PR related | Finance | Admin | IT | Logistics

**What are the advantages of the  
Onsite Design & Production Studio?**

# Better

- The process of creating designs and communications will happen right out of your office and in close interaction with your marketing team
- This gives you more local control over the content and process of communication
- It would also more closely reflect the needs of your marketing team.



# Better

- Dedicated team to work exclusively on your account
- Entire team on call to create designs and execute them
- Freedom to prioritize your jobs as per your needs
- All infrastructure vis-à-vis personnel and equipment managed by IMAGEO Media, resulting in an absolutely hassle and maintenance-free studio for you



# Faster

- Faster response time.
- Given the locational advantage, the time required to initiate, design, iterate, see options, modify and approve the communications would be dramatically reduced.



# Cheaper

- The cost of an Onsite Design & Production Studio would be much, much lower than design, creative and reprographic charges of advertising agencies and brand design firms
- The time saved because of reduced coordination between the design and creative teams would alone justify the setting up of an Onsite Design Studio
- Other divisions (like PR, Personnel, Finance, Admin, IT or Logistics) can equally use the Studio for their internal and external communications



# Setting up the Onsite Design & Production Studio

# What services would IMAGEO Media provide for operating the Onsite Design Studio?

## Equipment

- Computers
- Printers
- Scanners



## Personnel

- Designers
- Pre-press executives
- Client Servicing executives
- Studio Manager





**What is the cost of the Onsite Design  
& Production Studio?**

# Costs

- We would operate the Onsite Design & Production Studio largely on the basis of a fixed all-inclusive monthly fee
- The fees will be determined by
  - Combination of services chosen by you
  - Number of personnel deployed on site



# What are the services included in the fixed monthly fees?

## The monthly fees include

- Personnel
- Equipment
- Design
- Artworks
- Scanning



# What are the services not included in the fixed monthly fees?

## The monthly fees do not include

- Consumables like, positives, ink cartridges, Ink toners, Papers, Stationery
- Language translations
- Photography, Videography
- Supply of stock images
- Shipping



# Some of Our Esteemed Clients



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**Thank You**