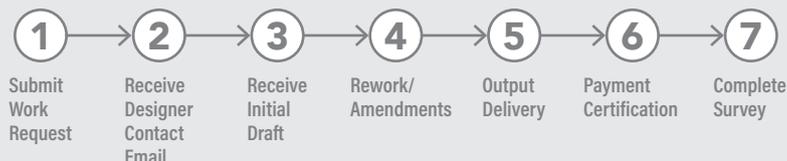


WORKFLOW



HOW TO OPTIMIZE LEADTIMES FOR POPULAR DESIGN ITEMS SUCCESS

Popular Design Items	New Design New Design Concept	Revision with Slight Modification	Printing Turn around Time	Total Business Days Cycle-time	Extended processing lead times during peak periods: Plan ahead!
----------------------	----------------------------------	--------------------------------------	------------------------------	-----------------------------------	---

Video	By Quotation	7	—	By Quotation
Social Media Feeds		5	2	5
Digital Banner <i>Static</i>		3	2	3
Digital Banner <i>Animated</i>		7	2	7

Social Media Feeds: Social media feeds include images, reels, posts, ads that are shared on social media platforms like facebook and Instagram.

Digital Banner: Commonly used digital banner size: 1920px(W) x 1080px(H)



DIGITAL INITIATIVES

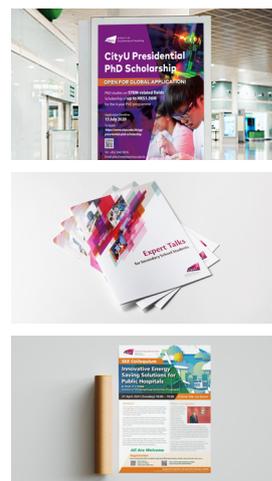
Poster		3	2	5	8
Leaflet (e.g. A4, 4C+4C, 4-6 pp)		5	3	4	9
Booklet (includes newsletter, book & magazine design) (e.g. A4, 4C+4C, 20 pp)		14	3	6	20
Certificate		3	2	3	6
Paper Folder		3	2	7	10

Poster: Poster size ranges from A0 to A5; 3mm bleeding on each side is required.

Leaflet: Leaflet size ranges from A4 to A6; 3mm bleeding on each side is required.

Booklet: Subject to modification based on the number of pages and binding method. Page count should be a multiple of four, i.e. 16, 20, etc.

Paper Folder: A4 is commonly used certificate size, however custom size is also welcome. 3mm bleeding on each side is required.



PAPER PRINTED MATTERS

Vinyl Banner		5	2	5	10
Foamboard (includes photo props, photo backdrop, stage backdrop)		5	2	5	10
Label		3	2	3	6
Easy-pull Banner		5	2	5	10
Plastic Folder		5	2	14	19

Vinyl Banner: Commonly used banner sizes:
 • 6ft(W) x 8ft(H) (3-4/F & 4-5/F escalators at YEUNG Building)
 • 2700mm(W) x 750mm(H) (3M Bridge between Festival Walk tunnel and entrance of YEUNG building)
 • 4900mm(W) x 1200mm(H) (Red Front Doors at YEUNG Building)

Foamboard: Commonly used backdrop size: 6m(W) x 2.4m(H) (4/F Blue Zone at YEUNG Building)

Label: Additional time maybe required for measurement, test printing, and installation.

Easy-pull Banner: Standard size: 800mm(W) x 2000mm(H); Bleed Requirement: 25mm top and bottom; 5mm left and right



OTHER PRINTED MATTERS

1. The actual lead time required varies amongst projects, depending on the scope and complexity of the work involved.
2. The required lead time is subject to modification upon the receipt of a complete set of materials or qualified output files.
3. Designs include one draft and two rounds of amendments. Additional amendments incur a 10% surcharge per round.
4. Quoted prices cover UGC-funded activities only. Non-UGC projects incur a 15% premium.
5. An urgent handling fee will be applied when clients require an urgent lead time that is shorter than the above schedule.

(852) 3442 6818

updesign@cityu.edu.hk

www.cityu.edu.hk/up/design