



**SEVEN WAYS TO
TRANSFORM
YOUR DESIGN
APPROVAL
PROCESS**

FREE eBook



GoProof



Adobe
Creative Cloud

Introduction

Thanks for downloading our free eBook, 7 Ways to Transform Your Design Approval Process. **You're about to experience a new dawn in creative reviewing!**

Before we start, here is a quick background on us. **Oppolis Software** has been working with publishers and marketers to increase productivity, efficiency and speed in content production for 13 years. **The Guardian, Haymarket, John Brown, Christie's** and **Sunday** are just a few who use our products.

So with that experience in the bank, we thought we'd share 7 key components that can revolutionize the way you **get Adobe Creative Cloud content reviewed, approved and published.**

This really is a game-changer for CC users!

Read on to find out more!

O P P O L I S

1 Engage people early



There's nothing worse than getting set for launch and finding out you're missing a key person in the approval chain. It's so frustrating.

You've got to the final version. You're all happy. Even your kids dig it.

Then the bombshell. In like an arcade player... 'Here comes a new challenger!'

And you have to repeat the whole process, or at least explain everything you've done and why, so that person can take ownership and make their own judgment on it.



Stop this happening by picking out and inviting everyone needed early on in the process. You can do this easily by sending invites to comment or approve from within GoProof, choosing whether to give them Reviewer or Gatekeeper permissions.

This way you will save stress, confusion and mission creep and no-one feels left out or overruled. Clients will love it, and so will your boss, as they get a chance to have their say on a cool project.



2 Make content more accessible



If the contacts you need to see your work are out of the office (they usually are!) then you'll be sharing the pain of accessing your content already.

It's not easy to collaborate when they're out. They may not be able to see your CC designs properly if they only have their tablet, or they could be battling an awkward situation where it's difficult to use a laptop.

Messy and broken processes like these lead to one inevitable outcome... no sign-off. Great.



Collaborating is more enjoyable and productive when you're not forcing it.

Get feedback from commenters wherever they are and whenever suits them. Put them in a comfortable working space where they are in control by offering a choice of device and ways to engage and feedback online. It's the best way to make them happy and get their opinion quickly.

It may sound simple but this can be the difference to managing smooth, amazing creative projects.



3 Stop exporting PDFs all the time!



This is HUGE.

Why do people put up with it?

Exporting a new PDF every time a change is made and then trying to share it with everyone when you've only just asked them to view it a half hour ago. Sound familiar?

It's a total drag. And you're always playing the catch-up game and apologising, ruining customer relationships and looking like a rookie.



Show content for review without doing this all the time and you'll see massive productivity gains.

And it's now possible with CC because it's cloud-based, meaning content is online and just needs to be hooked in and displayed in a place where latest versions are automatically updated.

Hey, it's 2017!

Collaboration is easier if done right.



4 Cut out emailing and file-transferring huge attachments



First there was email. A revelation. Then there were attachments. They got heavier as software became more powerful and cameras took bigger and richer images.

And then along came file sharing and transferring using FTP, which was driven on by great services such as Dropbox to make it easier to pass large files between us.

But the problem still exists for creatives - it's disjointed and always starts with an export.



It's easy to make email trails and transferring files disappear with the right system.

No longer will your clients have to look back through their inbox to find the right version you emailed to them. 'Oh I'll resend it' or 'you know what, it's changed anyway, I'll export a new one' ... you get the picture. Just browse to the project and everything is there, updated.

Even file transfer and sharing is gone. You don't have to export and upload content anymore, as your CC products are directly linked with the website where your clients log in to give their opinions and approvals. They don't even need a CC licence to view your CC content. Easy, right?

5 Get feedback dropping into Adobe CC



'What did he say about that image?' 'Who was it that mentioned changing the H1 on the home page - and what was the new message again?'

I'll just trawl back through a ton of emails to find out...

The problem here is nothing is in one central place. It's fragmented and staggered across email, paper scribbles, SMS messages, social DMs and anything else we use to communicate these days.

It's a fundamental issue that breaks the approval process apart, making you nervous. Your margin for error increases and clients start losing confidence in you, which can lead to disaster.



What are the best solutions? The simplest ones. They are proven to work for everyone. They become second nature and stand the test of time, to the point where you forget the problem even existed until one of you remembers it in a bar 8 years later.

The best way to manage project feedback is for all inspirational ideas, comments, suggestions and approvals to drop straight back into your CC panel.

Quit jumping out of InDesign, Photoshop or whichever product you're working in to access other apps just to see if feedback has landed.

This saves hours every week and gets you home on time. It works with you, not against you. It fills you and your clients with assurance as you know feedback is being hardwired right into the design panel. It's instantly being seen, so delays are gone and creative quality improves.

Remove distraction. Make this change alone and your production team will feel the difference almost immediately.

Let creativity flow to produce amazing creative work every time.

6 Manage your versions



'OK which one should I be looking at right now...?'

Too many versions to worry about is a constant thorn in the side for creatives.

Clients and internal reviewers may never be looking at the most recent version. Or if they are, it's because everyone in your studio has stopped working because they're waiting for feedback to come in.

When you send first send work across to clients or reviewers it's a v1, which is great. As revisions are made though, they can get easily lost in the trail of 1.1, 1.5, 2.0... especially if they are being shared on email.

It's never 100% clear which is the latest version if there isn't a centralised place to view it in.

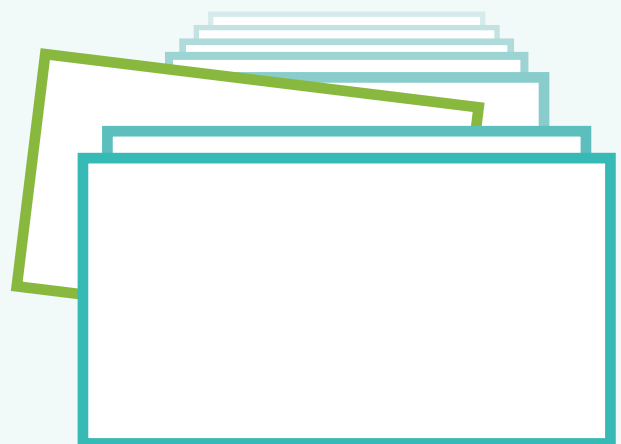
Stop reviewing historic versions!



Introduce a place where a single design can be regularly updated for edits and enhancements.

Move into real time reviewing. Make it more natural. Let the creative approval process unroll itself through effective collaboration.

Good approval software such as GoProof tracks all revisions anyway, so you can easily jump back to a previous version to view or restore it. No more searching for the right version!



7 Nudge your client to hit deadlines



Every project is a journey. Some are fairly uneventful, others are intensely emotional! Think of the heartache and conflict you go through before finally crossing the finishing line in some cases.

What's consistent on each one though is the need to get feedback in as soon as work is sent for review. After you've designed a masterpiece, or built an incredible cross-media campaign, there's nothing worse than sitting around waiting for approval to come in. We've all been there.

On top of that you're running out of time. You budgeted and set expectations for delivery timescales and the whole thing is in danger of going into next week again.



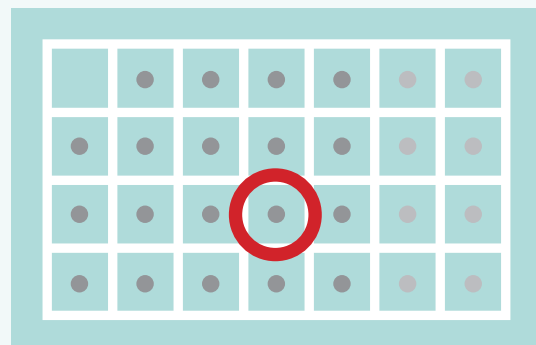
Make it easy to hit people up for a review or sign off and you'll love your deadlines.

If you can click from within your Creative Cloud product and send a Nudge to your Reviewers and Gatekeepers it will become a more environmental experience.

They'll receive the nudge on their tablet or desktop which links straight back to the project, so they don't need to worry about finding the app and getting it all open at the right section.

Things get done faster and friendlier. Customers get amazing work and you're right on budget.

It's party time!



Summary

We hope our free eBook has opened your mind to the incredible gains you can make.

What's critical to realise is how all of the 7 ways work together as one unit. They are a team of changes. Implement each one individually and you'll get a small percentage increase in productivity. Combine them and your return on investment goes through the roof.

A 2017 creative team needs a modern approval workflow to complement them. One that's designed to save time, improve collaboration, make your clients happy and give you more enjoyment and satisfaction.

This is why we created our online proofing software GoProof, so you can easily implement all these process enhancements and start seeing the full ROI package hit your bottom line immediately.

Thanks for reading and go share it with your friends and colleagues!

The GoProof Team

TALK TO US!

