



V1 COLLABORATOR COMMENT

Can we try the icon in a different colour?
Maybe blue?



V2 DESIGNER NOT DONE COMMENT
I haven't done this as all icons need to
be green to fit our brand guidelines.



TAKING CREATIVE COLLABORATION TO THE NEXT LEVEL

New ways to work more efficiently
and inspire amazing design

FREE eBook



GoProof



Introduction

Thanks for downloading our second free ebook:
Taking Creative Collaboration to the Next Level.

In this ebook we help you scrub out some hard-baked inefficiencies and upgrade your creative approval process to **level awesome.**

Make the design journey more chilled and tap into that top 5% of everyone's creative ability by sharing new assets easier, getting the designer's expert opinion on reviews, integrating deeper with Adobe Creative Cloud and more.

It's all in this great new ebook.

And by the way, if you haven't read our first ebook **7 Ways to Transform Your Design Approval Process** yet, go check that out!

O P P O L I S

DELIVER ASSETS TO DESIGNERS THROUGH THE ADOBE CC EXTENSION

Need to change an image and have a suggestion to hand? Use the collaboration platform to send it.

Nobody likes jumping in and out of different systems to perform simple tasks. It wastes time and drains creative energy.

Collaborators can easily share files such as new logos, images, videos and virtually anything they want with designers from within the collaboration thread by attaching them to the proof. Designers receive them directly through their Adobe Creative Cloud app.

Goodbye email, zipping, firewall problems and all the other frustrating barriers that try and stop you doing something simple.

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ALLOW COLLABORATORS TO MAKE TEXT EDITS

If the copy isn't working, why make it complicated to fix? Get collaborators to make the changes directly on the proof.

We see so many creative teams using Adobe InDesign and Illustrator freaking out over how complex it is to make simple changes to copy. It seems accepted to write long emails and have stretched out phone calls with collaborators explaining why a simple piece of text won't fit.

Cut it out. Make it easier. If you allow collaborators to make changes to the text on the proof, they can see what their copy changes will look like in their own time and space. Once they're happy and can see their changes work, they can submit it back to the designer to bake it into the next proof version.

Try it. You won't believe how much of a better workflow this is.

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GIVE YOUR DESIGNER A VOICE

It's easy to forget that proof versions are shared after many options and layouts have been considered by your designer.

Think about acknowledging this and giving them a platform to sound off on throughout the creative journey, as it inspires better creative.

Here's an idea. When asking for changes and updates, designers could mark a requested correction as Done or Not Done when sending a new proof for review.

A Not Done item could be something that has already been tried out during the design process and totally failed. For instance, many alternative colours and typefaces may have been produced for a new logo before the new version was finally shared with collaborators.

So, if a collaborator requests a change that has already been considered, the designer can make the whole team aware and give the reasons why it wouldn't work without taking up everyone's time.

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MAKE IT SIMPLE TO COMPARE DESIGN VERSIONS

Providing an easy way to allow collaborators to compare new versions against previous ones helps with those tricky design decisions.

Does the background work best with a colour fill or a stock image? Which headline cuts through the garbage and hits home? The job of a great proofing platform is to take away the battle against technology and make the collaborator's choice a simple visual creative one.

A perfect example of how to do this would be a toggle button, where collaborators can 'blink' on and off a previous version which overlays the latest one, quickly helping their brain process in an instant what works best.

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LOCK DOWN SENSITIVE CONTENT

Give peace of mind to designers and collaborators by ensuring any designs with confidential or sensitive information get an extra level of security.

Sometimes design projects need to be kept under the hood for commercial reasons - or they may contain content which is sensitive for some audiences. What you need here is to be able to add another security layer on top when it's called for.

Adding password protection to a proof is a quick way to remove the risk of it being viewed by the wrong people. When an approved collaborator receives a proof notification and clicks to view it, they enter a password to unlock it.

[PLAY VIDEO](#)

DON'T DRAG OUT THE APPROVAL TIMES WHEN PROOFING HIGH VOLUMES

In realty, printing and other industries, a ton of proofs can be in circulation at any one time, so make it as fast as possible for collaborators to approve them.

Not everyone needs to make deep comments on proofs. Or even any comments at all. Introduce an option for collaborators to sign off proofs in one-click and life will become instantly more horizontal.

And where only minor design modifications are required, look to use a function to approve the proof once the changes have been made. This means collaborators can say 'I'm happy once you've made those changes' in one mouse click or screen tap. It's so much easier for high volume working.

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SEND PROOFS AS ONE COMBINED PROJECT, NOT INDIVIDUALLY

Some designers feel like they're attacking collaborators with proof after proof. And collaborators can understandably get cranky over it.

You'd be forgiven for thinking that when working on a collection of documents for online adverts, printed banners, brochures etc. that are part of the same campaign, they all need to be sent through separately. With the right proofing software, they don't.

Group them up into one single project send and your client and collaborators can view them all in the same list. They don't have to open each one from separate notifications one document at a time. This is a massive brain-reliever for them and they'll love the design team more for it!

[PLAY VIDEO](#)

GO TAKE ACTION AND LEVEL UP

So how did all that sound? Easy, right?

Everything in this ebook is a doozy to do with the right proofing software and will deliver next-level results. So go out there and nail it.

The Customer Success Team is here to share experiences and feedback from creative teams from right across the world and they'd love to hear from you.

Thanks for reading our ebook and keep a look out for the next one coming soon. Go share it with your friends and colleagues!



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TALK TO US!

