

Key-Art. Working Scheme

**STEP 1: SENDING A REQUEST**

* Fill in the questionnaire and contact designer
* Send designer film link, so he can better feel the material.
* Mention what resizes will you need\*.
* If you have references or anti references share them with the designer. Links are possible.
* Choose the poster complexity category.
* Leave the contact number so the designer can contact you.

\* Facebook page cover, vertical poster, invitation cards, flyers and so on.

**COMPLEXETY CATEGORIES**

* First complexity category: the film shots are taken as the basis of the poster or the shots from the shooting set (on your choice), they are compositionally adapted to the poster format, the images are shaped and processed, the fonts are set and so on.
* Second complexity category: the designer suggests his variants of the poster based upon film impression. It differs from the first category in a more compound creation technique.
* Third complexity category. Technically compound design, with the creating the poster image from the start and making the graphic design themed on the film.

**STAGE 2: CONTRACT**

* The work terms depend on the complexity category of the key art and set of resizes and additional services.
* After choosing the complexity and the resizes set you will receive the contract and the bill.
* After paying the bill please send the cheque or a screenshot confirming the successful payment.
* Then designer begins working.

**STAGE 3: CONFIRMING THE DESIGN PROJECT**

* Please stay in touch while the designer is making the poster, so he can quickly contact you. If you can’t be in touch via email/phone, please give the alternative variants of connection (messengers).
* Schedule the introductory conference before start. Discuss the most comfort system of reporting and connection.
* The designer will make several sketches with the variants of the poster.
* The approved variant will be lead to the final result.
* In the end you will get the files in high resolution.

**MAIL CORRESPONDENCE RECOMENDATIONS**

* Fix all the important arrangements in the mail.
* The topic of the mail must be identifiable. For example, «key-art, film SEVEN».
* Several people from each side can take part in mailing process that’s why all the mails should be made with saving all the recipients. Please click ANSWER TO ALL.