

# Bevi's

## Rules of Thumb for Estimating Design and Desktop Publishing

### BASIS

These guidelines assume the following:

- ✓ 8½" x 11" publication page size
- ✓ A fully edited final word processing manuscript is imported into the DTP layout program
- ✓ The desktop publisher is fully trained and experienced in the software, printing requirements, and PostScript compliance.
- ✓ The desktop publisher does this work on a regular basis, at least 10 hours per week, so that his/her skills are sharp (i.e., there is a low incidence of "oh darn it, how did I do that last time?")

Task	Estimated Time
<b>Desktop Publishing (DTP)</b> — total overall time required <i>Includes creating templates, master pages and text stylesheets, importing text &amp; graphics, layout of basic design, adjusting layout, making minor editorial changes, printing page visuals for proofing. Does not include time for creating tables, graphics, etc.</i>	
— <b>Text Heavy</b> (report, technical text, book, long-document)	¾ – 1 hour per page
— <b>Design-Intensive</b> (newsletter, magazine, advertising, brochure or booklet; has several article threads and graphics)	1–2 hours per page
<b>Extensive Editorial Changes</b> <i>Done once desktop publishing has started, these changes are beyond the minor changes included with DTP listed above.</i>	Extremely costly (time and money), must begin DTP process anew
<b>Tables</b> (tabular data) — total overall time required <i>Includes creating the table and making minor editorial changes. Time will depend upon size, complexity, number of rows and columns, source of the applicable data.</i>	1–2 hours per table
<b>Graphical Charts</b> (pie, bar, line, etc.) — total overall time required <i>Includes creating the chart, making minor editorial changes, exporting chart into appropriate graphics file format. Time will depend upon size, complexity, source of the data.</i>	1–2 hours per chart
<b>Scan photos</b> (final, live, hi-resolution grayscale photo) <i>Includes scanning photo, adjusting image in Photoshop, setting resolution, and exporting in appropriate file format.</i>	¾ - 1 hour per photo
<b>Scan FPO photos</b> (rough "for position only" low-resolution photos) <i>Includes scanning photo, sizing and exporting in appropriate format.</i>	¼ hour per photo
<b>Graphics &amp; illustrations</b> <i>Time will depend upon the size and complexity.</i>	1 hour and up for each
<b>Design Comps</b> <i>Done before desktop publishing can begin. Time will depend upon the complexity of the publication.</i>	3–10 hours per design idea
<b>Design and Production for Cover</b>	5–20 hours
<b>Indexing publication with desktop publishing software</b>	¼–¾ hour per page
<b>Preparing Files for the Printer</b> <i>Includes outputting paper visuals, color splits, marking instructions on the visuals, collecting files, submitting paperwork.</i>	½–¾ hour per page, min. of 2–3 hours total even for the smallest job

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