

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 |
|--|--|
| Desktop Publishing (DTP) — total overall time required <i>Includes creating templates, master pages and text stylesheets, importing text & 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> | |
| — Text Heavy (report, technical text, book, long-document) | ¾ – 1 hour per page |
| — Design-Intensive (newsletter, magazine, advertising, brochure or booklet; has several article threads and graphics) | 1–2 hours per page |
| Extensive Editorial Changes <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 |
| Tables (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 |
| Graphical Charts (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 |
| Scan photos (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 |
| Scan FPO photos (rough "for position only" low-resolution photos) <i>Includes scanning photo, sizing and exporting in appropriate format.</i> | ¼ hour per photo |
| Graphics & illustrations <i>Time will depend upon the size and complexity.</i> | 1 hour and up for each |
| Design Comps <i>Done before desktop publishing can begin. Time will depend upon the complexity of the publication.</i> | 3–10 hours per design idea |
| Design and Production for Cover | 5–20 hours |
| Indexing publication with desktop publishing software | ¼–¾ hour per page |
| Preparing Files for the Printer <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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