

CHRISTMAS CARD PREPARATION FLOW CHART

START
HERE

Footy finals are over.
Time to get started.

15
OCT

DO YOU HAVE
AN IDEA?

YES

Is it a good one?
(don't rehash what you
did last year)

NO

YES

SOMEONE WHO CAN
MAKE IT HAPPEN?

A friendly
Graphic Designer

YAY

COOL

Your Advertising
Agency

Your mate
Harry's kid
who's
apparently
a wizz at
drawing

ERM

NO

YES

WHOO! YOU MADE
IT TO FIRST BASE*

*Unless you're the one
with the mate Harry.
The jury's still out.

DESIGN
CONCEPTS

Ask them to come back
with designs next week

BRIEF YOUR DESIGNER
/AGENCY/HARRY'S KID

DO YOU LIKE IT?

1 week passes

Take a deep breath
and tell them why not
They try again

25
OCT

APPROVAL PROCESS

You can kid yourself, but you're
gonna have to show it to someone.
Even if it's only your Mum.
Or your current friend with benefits.

SHOW IT
TO YOUR
MUM

She thinks
it's amazing

YOUR
MANAGER

Manager isn't
impressed.
Go back to Design.
Do not pass Go.
Do not collect any
brownie points.

SHOW IT
TO CEO

CEO SHOWS IT
TO THEIR
MUM

Mum thinks CEO
is amazing

CHANGE COLOURS

CEO DOESN'T
LIKE FUCHSIA

SHOW IT
(AGAIN)
TO CEO

SHOW IT
TO YOUR
MUM

SHOW IT
TO YOUR
MUM

APPROVED!

ANOTHER LAST
MINUTE CHANGE

CEO has shown it
to their Dad

MAKE SOME LAST
MINUTE CHANGES

Debate the merits of
Merry Christmas vs Happy
Christmas or maybe even
Happy Holidays

SHOW
MANAGER
& CEO

BRIEF CHANGES TO YOUR
DESIGNER/AGENCY/HARRY'S KID

Be nice (they will be VERY
sick of Christmas by now).
Ask them for more snow
if you're feeling brave.

DESIGN + TEXT
CHANGES

1
NOV

YOUR CARDS ARE READY!

15
NOV

21
NOV

28
NOV

NO

YES

NO

YES

DIGITAL

OFFSET

WHICH PRINTING PROCESS?

PRINTING

EXTRA FINISHING - FOIL,
ROUNDED CORNERS, DIE CUTS



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