

## quality assurance policy

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sandifordesign is committed to consistently providing services that conform to the specific requirements of its customers, in order to achieve our aim of customer satisfaction. We believe in personal betterment and continuous improvement.

As a provider of creative design and production services there are certain specific practical quality management steps to ensure we achieve our goal:

There are four major steps involved in the process.

- Briefing
- Design
- Artwork
- Production

### 1. Briefing

The briefing stage may consist of either or both of the following:

Initial informal discussions between the client and designer – covering project objectives, timing and budget.  
Formal meetings to discuss your project in detail and clarify any technical issues including budget, timetable and corporate identity guidelines.

### 2. Design

#### *Development*

The designer reviews the brief, background material and identity standards to ensure understanding of the project context and corporate requirements.

The designer develops the draft concepts and preliminary designs and selects the most appropriate options for further development.

#### *Presentation*

The designer presents visual solutions and explains design decisions. Together you will evaluate the visual presentation against the brief.

#### *Refinement*

Following your review and feedback, the designer amends the material as required and, if necessary, presents you with new design(s).

### 3. Artwork

The designer prepares the artwork files and provides a proof (email or hardcopy).

The client approves the artwork by signing the proof, or marking up changes they would like to make.

A further proof is provided if required and signed off.

### 4. Production

The designer forwards the artwork to a commercial printer. The designer views the printer's proof and passes the proof on to the client for approval.

In some cases, the designer can conduct a "press check" of the printed sample while the job is running on the printing press.

The final process of ensuring the job is completed and delivered to agreed timetable, we will liaise with all approved third party suppliers on the project to ensure the quality is maintained. All suppliers will be reviewed on regular basis.

If queries arise that we cannot answer, we seek relevant professional advice, for instance from our accountant, Business Link adviser or industry specialists.

Job records are kept of the time taken to complete each project, so that queries on time-related fees can be resolved.

We continuously assess and identify whether any ongoing training is required - examples include updating our knowledge of design software by using online training or DVDs; and ordering the latest reference book.

Computer files are backed up regularly. We will ensure all equipment is updated and maintained regularly including anti-virus software.

We aim for continuous improvement through feedback from customers.

We ensure we maintain adequate supplies stationery required to complete the job.

Our filing system, both electronic and hard copy, is kept logical so files are easy to locate.

Kent Sandiford Date: 01.2009