FAQs

Marty Lee Designs

Please e-mail any design project questions not answered here to: mlhoenes@gmail.com

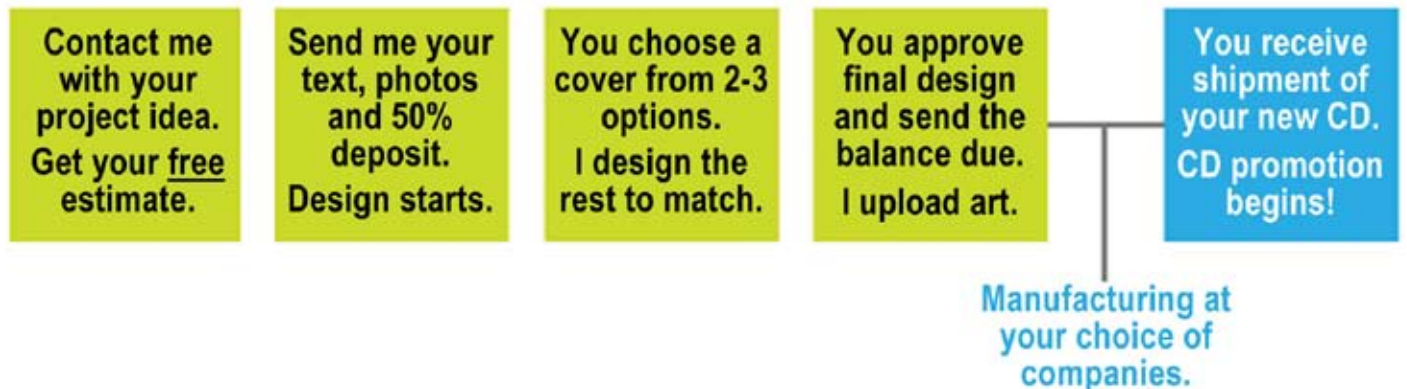## Q: What am I buying when I buy design?

A: You are buying a creatively-handcrafted design file or set of files which constitute artwork that is ready to use. If the artwork is for print, the files will be print-ready. If the artwork is for the web, the files will be web-ready, and so forth.

Q: What do you need to get started on my CD design?

After we've discussed the artistic direction or theme of your project, and you have received an estimate from me and I've received your 50% deposit, all that I need is your materials. Your materials are: (1) The complete text that will appear on your package in a common text format, like .DOC and .RTF text files, or emailed text. (2) Your photos. If you don't have any, our discussion will suggest what kinds of images fit your musical style, and I'll find something cool to use. (3) If you have a bar code number, I'll need that, too.

Send your materials together to avoid delays. If you are sending scans or digital photos, be sure they are high resolution, to avoid blurry results. Save your scans as .tif or .jpg files. Please don't send low-resolution files copied from web pages - they will likely be unusable, even though they look fine on your screen. Another tip: proofread and run spellcheck on your text BEFORE you send it to me, to avoid additional costs correcting typos later on. If you need to send materials that are not digital, like a drawing or painting, contact me for the correct steps.

your CD project - the process.

| Contact me with your project idea. Get your free estimate. | Send me your text, photos and 50% deposit. Design starts. | You choose a cover from 2-3 options. I design the rest to match. | You approve final design and send the balance due. I upload art. | You receive shipment of your new CD. CD promotion begins! |

Manufacturing at your choice of companies.

Q: What should my text include?

Nomally, a CD package contains your track listing in the correct sequence, track times, credits (such as producer info, where the album was recorded, etc), copyright and publishing info, songwriters, thank you text and contact information. Lyrics are optional, and require more panels (pages), but including them adds to the impression your CD makes.

Q: If I want you to use a particular stock image, how does that work?

I only use royalty-free stock images/photography, or photography with a signed release form. This means that if you have an illustration, painting or photo that you want to use, I will need to see proof that you are authorized to use it.

Q: How long will it take to complete my design?

In general, you should plan on three to four weeks from start to finished artwork. Please keep in mind that the complexity of your design, and how quickly you respond with approvals or changes can affect the date of completion.

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Q: Do you accept credit cards?

A: Yes, you can make payments using your Visa, MasterCard, Discover, and American Express (except American Express Corporate) cards using PayPal.com That's the easiest and fastest payment method. I can accept other forms of payment such as cashier's checks. Contact me to find out how to proceed.

Q: I'm in Ireland (or Germany or New Zealand). Can you work with me?

A: I can work with any English-speaking person anywhere in the world with a computer and internet access.

Q: Who owns the design when it is finished?

A: In practical terms, you own the designs you commission from me, in the sense that I don't restrict your use of the designs once you've paid for them. There may be limits or conditions associated with certain image uses, for instance when you license certain "stock" photos, in which case you do not OWN the photos, you purchase instead a license to use them in your package. In such cases, you cannot legally sell the photos by themselves as though you had created them, but it's fine to sell your CD containing licensed photos as part of the package artwork. If you hire a photographer, just be clear with them what you are hiring them for, and get their permission (called a "release form") to use the photos in your package and the promotion of your package. Now, if you simply take the photos yourself, you of course have the right to use them.

Q: Where do I get a Barcode?

A: You obtain your own barcode number prefix from the Uniform Code Council. The Uniform Code Council is the agency that issues all barcode numbers in the U.S. They can be reached by phone at (937) 435-3870 or on the web at http://www. uc-council.org. Once you receive your barcode number, I can generate your barcode for a small fee. Most distributors and retailers require a bar code if they sell your CD. As an alternative, CD manufacturers will also supply a bar code for a fee.

Q: Will you give me files that I can change and modify myself?

A: Unless negotiated in advance, I do not supply the original native files that I created, and which can be altered by other people. Doing so opens the door to numerous possible complications, including unapproved changes made to files after they leave my hands - changes for which I could conceivably be blamed. So, to minimize complications, I supply professional, "press-ready" high-res PDF files for all printed projects. Logos and designs for the web are supplied in other formats.

Q: What resolution is correct for my project?

A: As a rule of thumb, higher resolution is always better, except for the web and e-mail. 300dpi or higher is recommended for printed materials. For graphics that have a destination of both print and web, I make the high-resolution CMYK print version first, and do a conversion from that to a lower-resolution RGB version for the web.

Q: What's the difference between RGB and CMYK color?

A: RGB color (red, green, blue) is the color system that your computer screen uses. CMYK (cyan, magenta, yellow and black) is the four-color system used for printing.

Q: How will the final product be sent to me?

A: Most of the time, I send your print-ready files directly to the CD manufacturer, (for example: Oasis or Discmakers) and make myself available to them for any questions that arise. I can also send copies of them to you. Depending on the file sizes, final art can be delivered by e-mail, FTP to a server, via U-sendit or a similar service, or on disk. If you request a disk, the small additional cost is the cost of the CD, a padded shipping envelope, plus shipping wherever you'd like it to go.

I would like to credit you for your design work on my project. How should I do this?

A: If you would care to add a credit line for the CD package design, I'd greatly appreciate it.

If so, I typically add this one line to your credits:

CD package design by Marty Lee Hoenes   www.martyleedesigns.com