

Production Specifications	
End Client Name	Australian Graphic Design Association (AGDA)
Job Title	AGDA: A Guide to Professional Graphic Design Practice
Details	Maximum 12 panel, A3 folded brochure/poster. Target Audience 16-25 years, interested in graphic design career. Topics: career opportunities, potential places of employment, key professional relationships, legal, safety and sustainability issues.
Open Size	A3
Finished Size	Roll fold, 125mm x 297mm
Paper Stock	<p>Envirocare</p> <ul style="list-style-type: none"> • 100% recycled paper • 80 or 90gsm • Natural White • Smooth Finish <p>https://www.ballanddoggett.com.au/environcare-100-recycled/</p> <p>Alternative paper stock:</p> <p>Impact</p> <ul style="list-style-type: none"> • 100% recycled • Bright White • 80 or 90gsm • Smooth finish <p>https://www.ballanddoggett.com.au/brands/impact</p>
Pre-Press	Print-ready PDF file supplied
Print	CYMK, double sided, digital printing
Finishing	Hand folded (due to complex fold)
Quantity	1000
Delivery Instructions	Printed proof delivered to designer by express post for final press check and approval. Printed documents to be delivered to client by courier.