

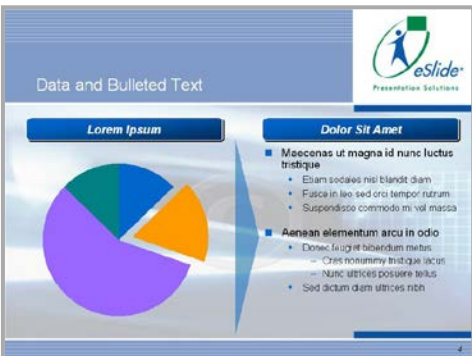
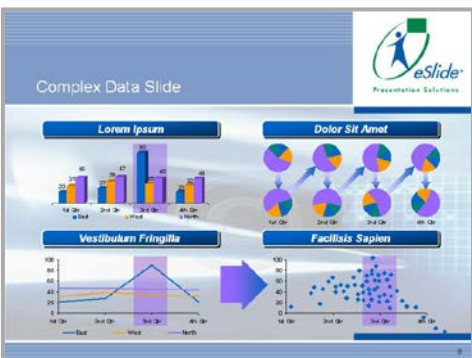


# eSlide® Production Time Guide

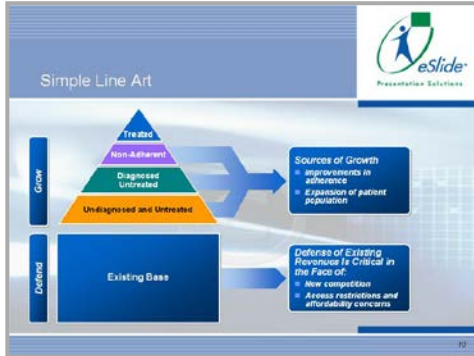


Production costs are based on an hourly rate, adjusted for the turnaround desired. The following examples illustrate the time required\* to produce various types of slides. This information is for reference only, to help with project planning – for specific estimates please contact [eSlide](http://www.eslide.com) directly.

\* NOTE: Unless otherwise specified, the required times listed in this document assume final content is provided for eSlide to work with, and that a correctly constructed template is already approved and in place.

Example	Description	Approx. Time
 <p>A presentation slide with a blue header containing the text "Simple Title Slide". The eSlide logo is in the top right corner. Below the header, there is a white area with the text "Text on previously designed template".</p>	<p><b>Basic Title / Divider Slide</b></p> <ul style="list-style-type: none"> <li>• Pre-existing Template</li> <li>• Minimum of Content</li> <li>• No Custom Graphics</li> </ul>	<p><b>2 min.</b></p>
 <p>A presentation slide with a blue header containing the text "Simple Bulleted Text Slide". The eSlide logo is in the top right corner. The main content area contains several bullet points of text.</p>	<p><b>Basic Text Slide</b></p> <ul style="list-style-type: none"> <li>• Basic bullet and sub-bullet format</li> <li>• Time varies by amount of text to input and legibility of original</li> </ul>	<p><b>5-10 min.</b></p>
 <p>A presentation slide with a blue header containing the text "Data and Bulleted Text". The eSlide logo is in the top right corner. The slide features a pie chart on the left and a list of bullet points on the right.</p>	<p><b>Chart with Text</b></p> <ul style="list-style-type: none"> <li>• Charts with a single data series</li> <li>• Basic bullet text formats</li> <li>• Time varies by amount of text, clarity of original, and source format of chart data (e.g., handwritten data vs. editable excel data sheets)</li> </ul>	<p><b>15+ min.</b></p>
 <p>A presentation slide with a blue header containing the text "Complex Data Slide". The eSlide logo is in the top right corner. The slide contains four different types of charts: a bar chart, a pie chart, a line graph, and a scatter plot, each with its own title and data series.</p>	<p><b>Complex Charts</b></p> <ul style="list-style-type: none"> <li>• Large amounts of data</li> <li>• Multiple series or many charts</li> <li>• Charts with animations</li> <li>• Original data unavailable, requiring charts to be traced or approximated</li> </ul>	<p><b>30+ min.</b></p>

Example	Description	Approx. Time
---------	-------------	--------------



## Standard Diagrams

20+ min.

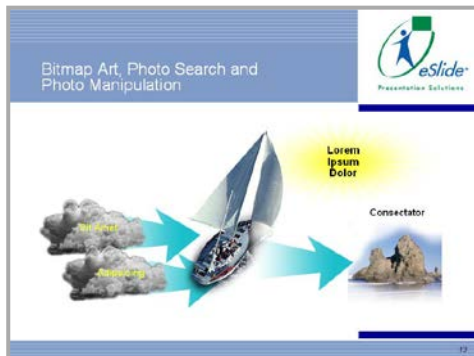
- Able to be created using tools within PowerPoint
- Moderate complexity and amount of content



## Standard Graphics

30+ min.

- Able to be created using existing clipart or stock art
- Minimal image editing required
- Stock photo fees apply in addition to hourly rates (if artwork is not supplied by client)



## Complex Graphics

1+ hours




- Able to be created based on clipart or stock art components
- Image editing / retouching required
- Some elements may need to be created from scratch
- Stock photo fees apply in addition to hourly rates



## Custom Graphics

3+ hours

- No pre-existing art to work from
- Creation of sketches or "roughs" necessary to proceed with execution
- Some client discussion / diagnosis may be required (higher hourly rates apply)

Example	Description	Approx. Time
 <p>Title Slide With Custom Art</p>	<p><b>Optimized Templates</b></p> <ul style="list-style-type: none"> <li>● Based on client-provided PowerPoint designs</li> <li>● Involves optimizing slide masters and colors for proper functionality</li> <li>● Sample charts, graphic elements and layouts created as style guides for consistency</li> </ul>	<p>2-4+ hours</p>
 <p>companyLogo</p> <p>Presentation Title</p> <p>Presenter Name &amp; Title Date</p>	<p><b>New Templates</b></p> <ul style="list-style-type: none"> <li>● Based on client-supplied reference materials or creative guidance</li> <li>● Discussion / diagnosis may be required (higher hourly rates apply)</li> <li>● Creation &amp; approval of samples required prior to final execution</li> </ul>	<p>4+ hours (per concept)</p>
 <p>Custom Template</p> <p>Presenter Name &amp; Title Date</p>	<p><b>Custom Templates</b></p> <ul style="list-style-type: none"> <li>● Designed from scratch <u>without</u> reference materials or creative guidance</li> <li>● Discussion / diagnosis is required (higher hourly rates apply)</li> <li>● Creation &amp; approval of samples required prior to final execution</li> </ul>	<p>6+ hours (per concept)</p>

## Working with eSlide

- ▶ Just call or email if you need a specific project estimate. With a brief discussion and content review we can deliver an estimate via email for your review and approval.
- ▶ We do more than just put text and data on slides – we create effective presentations that help clarify your messages so you get results!
- ▶ Our best-in-class production methods let us work quickly, efficiently and creatively – so you are free to focus on the message you want to deliver.
- ▶ We save you time, money and stress with our expertise. Get us involved in the early stages of a project and we can help:
  - Outline a production plan
  - Schedule necessary resources
  - Ensure your authors have consistent templates to build from

## Slide Production Tips

- ▶ Start with a well-functioning template – this will make it easier to enter content, work with the file and share slides. Some benefits of an eSlide template are:
  - They include many sample charts to work from which dramatically reduces the time spent setting up new charts from scratch
  - The file will be created to look good on screen and print
  - Slides from different files (built from the template) can be combined easily and quickly
  - Your brand and/or company look will be maintained throughout
- ▶ Custom slides, artwork or complex diagrams may take several iterations to yield a final and approved piece. Try to work on these components early in the project lifecycle.
- ▶ The more specific you are in describing or showing what you want on your slides, the faster we can work. Providing instructions in comments on your slides, or in a detailed email saves time, and ensures clear communication.
- ▶ Be sure to work with artwork that is properly sized for a computer screen show. Art that has not been scanned or created at the appropriate resolution can balloon the size of your file making it difficult to email and manage.
- ▶ Gather editable data files for all of your charts – this prevents errors, and reduces time and costs for your project.