

lab::role play

Job Production Role Play

Purpose ::

The purpose of this lab is to give you some idea of how to deal with mistakes, whether they are your mistakes or someone else's. In your group, role play all three of the scenarios listed on the back of this sheet. Think about each scenario and your role in it before starting.

You can make this fun as long as you are thoughtful about it and stick within the scenario. Be a stereotype. Be a prima-donna. Be Australian. Whatever.

General Suggestions ::

- Avoid trying to place blame on someone else until the problem is resolved. Taking an adversarial attitude will only complicate things further.
- When the problems are worked out, and it is time to pay for the mistake, still try to avoid placing blame, if possible. Before you tell the printer that the mistake is his fault, give him a chance to take responsibility.
- If the mistake is your fault and everything is finished, admit it and work out a financial settlement with your printer and/or GASP. Sometimes they will help you by cutting their charges. Don't try to push your weight around, though.
- If the client is unhappy with something that is not exactly your fault, try to make some concessions, especially if you are working with a frequent or important client. Be cautious: Try not to set a precedent for the client to expect to be able to complain his way into a discount. An example of something that isn't exactly your fault is the client who makes changes after the final, signed proof, and tells you she doesn't have time to check another proof.
- It is probably a good idea to give in less to an uncooperative client. If the client is frequently blaming you for mistakes in his last-minute changes, or if the client becomes a "problem child," you can try a few different approaches.
- Get signed OKs on hard copies of everything and require longer turn-around times for changes to ensure that they get made. Often speed leads to mistakes.
- You can build extra charges into future jobs to cover the client's fussiness.
- Reminder: a GASP is the *Graphic Arts Service Provider*.
- Always remember, you can fire a client.

See back for role play scenarios...

1 First Scenario: The client saw and signed a proof. Unfortunately, it was a proof from the graphic designer's office printer, and somehow, the last round of changes (that do show up on the proof) didn't make it to the GASP (graphic arts service provider). The job was printed with typos that make it unusable. Fortunately, this job is not on a very critical deadline. You are to play:

1. The GASP / Print service representative
2. The client
3. The designer

2 Second Scenario: The client saw and approved a proof from the GASP. On the day the job printed, the print service rep was sick. The budget and schedule didn't allow for a press check. The printing job is pretty bad, with poor registration and an extremely bad color match to the proof. The job had to go out on a deadline, and the client is mad. This is an important client, who does much work with the graphic designer. The printing cost is \$2,500 and the design fees are \$6,000. Role play the following:

1. The GASP / Print service representative
2. The client
3. The designer

3 Third Scenario: The client saw and approved a proof, then called later that day with changes. She doesn't want to delay the printing, and there is no time for a new proof. Everything has to happen fast. She is an important client, so the graphic designer says they will do what they can. The designer makes the changes, FTPs the files to the GASP, and sends the client a PDF. The job prints, but a couple of lines of text wrapped out of their text box and disappeared. The job was used, but was inferior, and the mistake could be seen by anyone who read the copy. Play the following roles:

1. The GASP / Print service representative
2. The client
3. The designer