






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>Simple Title Slide</p> <p>Text on previously designed template</p>	<p>Basic Title / Divider Slide</p> <ul style="list-style-type: none"> • Pre-existing Template • Minimum of Content • No Custom Graphics 	<p>2 min.</p>
 <p>Simple Bulleted Text Slide</p> <ul style="list-style-type: none"> ■ Fusce pede, Aliquam massa ipsum, dapibus sit amet, malesuada volutpat, egestas non, arcu ■ Ut dolor, Duis egestas convalis orci. Maecenas dolor nulla, tempor et, tempus ac, egestas non, justo <ul style="list-style-type: none"> • Vivamus fringilla, wisi sed laculis placerat, risus erat ultrices nibh, ac porttitor sem libero pellentesque tellus <ul style="list-style-type: none"> – Praesent et mi – Aliquam erat volutpat • Duis mattis est. Fusce eleifend neque nec lacus vestibulum commodo, Donec scelerisque erat sed orci <ul style="list-style-type: none"> – Nam in eros ■ Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Duis sed felis 	<p>Basic Text Slide</p> <ul style="list-style-type: none"> • Basic bullet and sub-bullet format • Time varies by amount of text to input and legibility of original 	<p>5-10 min.</p>
 <p>Data and Bulleted Text</p> <p> Lorem Ipsum Dolor Sit Amet</p> <p>Maecenas ut magna id nunc luctus tristique</p> <ul style="list-style-type: none"> • Etiam sodales nisl blandit diam • Fusce in leo sed orci tempor rutrum • Suspendisse commodo mi vel massa <p>Aenean elementum arcu in odio</p> <ul style="list-style-type: none"> • Donec feugiat bibendum metus <ul style="list-style-type: none"> – Cras nonummy tristique lacus – Nunc ultrices posuere tellus • Sed dictum diam ultrices nibh 	<p>Chart with Text</p> <ul style="list-style-type: none"> • Charts with a single data series • Basic bullet text formats • Time varies by amount of text, clarity of original, and source format of chart data (e.g., handwritten data vs. editable excel data sheets) 	<p>15+ min.</p>
 <p>Complex Data Slide</p> <p> Lorem Ipsum Dolor Sit Amet</p> <p>Vestibulum Fringilla Facilisis Sapien</p>	<p>Complex Charts</p> <ul style="list-style-type: none"> • Large amounts of data • Multiple series or many charts • Charts with animations • Original data unavailable, requiring charts to be traced or approximated 	<p>30+ min.</p>

Example	Description	Approx. Time
	<h3>Standard Diagrams</h3> <ul style="list-style-type: none"> • Able to be created using tools within PowerPoint • Moderate complexity and amount of content 	<p>20+ min.</p>
	<h3>Standard Graphics</h3> <ul style="list-style-type: none"> • 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) 	<p>30+ min.</p>
	<h3>Complex Graphics</h3> <ul style="list-style-type: none"> • 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 	<p>1+ hours</p>
	<h3>Custom Graphics</h3> <ul style="list-style-type: none"> • 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) 	<p>3+ hours</p>

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