

The Advantages of Prototypes



Planning and designing a project requires a great deal of communication between several parties. As the complexity of a project increases, so does the number of minute details that must be passed back and forth. At Eckhart, we want to be sure all those details have been properly communicated. To do this, we often produce a pre-production prototype of the project. A prototype is superior to a generic sample in ways that benefit everyone involved in the project's production:

Removes the Guesswork – Many aspects of a bound book are difficult to visualize on a screen. A customized prototype takes the guesswork out of designing by spotting problems and finding solutions. For example, on a wire-o book with a wraparound cover, a pre-production prototype allows you to see exactly how the cover wraps around the binding elements. Maybe it's too tight or too loose, a pre-production prototype will allow us to spot problems and find solutions. This is just one of many small details that can only be properly inspected on a printed sample.

Maintains Project Integrity – An innovative design is only effective if it can be efficiently produced. When a customer comes to us with a unique vision for a project, we strive to give them a prototype that matches that vision as close as possible. Our customer can then present this prototype to their client as a tangible representation of their design. Very often, this can be the difference our customers need in winning a lucrative project.

Tightens Communication – Project details often pass through many hands during the design and planning stage. That can lead to communication breakdowns when intricate technical details go from finisher to printer, from printer to agency and from agency to client. A pre-production prototype ensures that all details have been properly communicated and allows everyone involved with the project to be on the same page, so to speak.

