

# VDP Project Checklist

Use this checklist to help manage your next variable data print project.

Learn more at [bit.ly/vdp-project](https://bit.ly/vdp-project)



## 1. Spec the product

- Determine specifications:** Work with the client and trade-printer to finalize paper stock, printing method, effects, quantities, etc.
- Quote approval:** Obtain client approval on pricing to avoid unnecessary template setup.
- Artwork requirements:** Get artwork specifications from the trade-printer.



## 2. Gather artwork assets

- Receive artwork from client:** InDesign Package (preferred), Illustrator, or PDF.
- Quality check:** Ensure content is free of typos and errors.
- Print-Ready confirmation:** Send finalized artwork to printer for readiness approval.



## 3. Evaluate template needs

- Variable elements:** Determine which design elements are variable and which are mandatory.
- Design adjustments:** Plan for how design elements may shift if optional inputs are missing.
- Special features:** Decide on the need for QR codes, multiple design options, etc.
- Add carrot Tags:** Indicate variable elements in the artwork using tags (e.g., <city>, <state>).



## 4. Initiate the project with Coverdale ([visit CoverdaleGroup.com/support](https://CoverdaleGroup.com/support))

- Project submission:** Use a clear subject line (e.g., "ACME Business Cards"). Provide a video overview of template requirements. Attach artwork assets and customization directions.
- Cost estimate:** Request a cost estimate before starting development.
- E-commerce admin access:** Create an admin user for Coverdale to build products in your platform.
- Development approval:** Give Coverdale the green light to start template development.



## 5. Template review

- Review in e-commerce platform:** Test various scenarios to ensure everything works correctly.
- Proof and production files:** Download files and confirm print-readiness with your printer.
- Client testing:** Have the client test the customization process.
- Final approval:** Obtain final approval from the client on the template.



## 6. Finish merchandising in your e-commerce

- Finalize product details:** Complete product description, name, image, pricing, and vendor integrations.
- Publish:** Make the item available for purchase on your store.

