

# backboard

Faster feedback, quality results

## Faster design feedback and approval

Getting feedback and approval on design concepts is critical for your success as a designer.

Obtaining and recording feedback and approval can be a very inefficient process--especially when you are working with an unresponsive or overly active client team. If the client does not respond to your requests for feedback, you either spend time tracking them down or continue blindly until the final proofing.

If the client responds to each request for feedback multiple times through different channels, you face the time-consuming and often inaccurate process of consolidating all the feedback and producing another version.



## Backboard vastly improves interactions with clients around your designs.

Backboard has been designed from the ground up as a faster, more effective web-based tool for feedback and proofing. It effectively supports the needs of designers and clients alike:

### For Feedback Providers, it is easy to use.

Time-pressed clients will only use a system they can learn right away. Backboard displays the concept in each reviewer's browser (no need for special software) and provides a consistent feedback environment for all types of files.

### For Designers, feedback and approval are consolidated and recorded.

Backboard collects all feedback and approvals on a design in one place, automates requests and reminders and keeps a persistent record.

Incorporating Backboard into your design process results in faster, higher-quality feedback and proofing. This saves time for you and keeps your clients involved and happy.

## Supports all your file types

Backboard supports the vast majority of file types, including many design-specific formats, freeing you from maintaining client-friendly as well as source versions of each file.

- Images, (PSD, AI, JPEG, PNG, GIF, etc.)
- Websites and URLs
- Documents (PDF, DOC)
- Presentations (PPT)
- Spreadsheets (Excel)

Coming soon:

- Publishing (InDesign, Quark)
- Video and Audio

## Proofing support

Turn on "Request Approval" on a final proof to make approvals explicit and clear.

Deadlines keep the proofing process on schedule from start to finish.

## Industry-standard security

Backboard utilizes industry-standard security (128-bit SSL Encryption) so your documents stay safe.

Uploading a design to Backboard is more secure than sending via most email systems.

Backboard also protects your designs by limiting direct download.