

---

# design process



Thank you for your consideration. We know that working with an organization such as ours for the first time often prompts a few questions. Sometimes more than a few concerns, too. How successful will we be in interpreting your needs? How can we do it most effectively? How can we do it most efficiently? How much will it cost?

## **Our Charges**

Like all service organizations our invoices are based on the time we invest in a project. Our rates are competitive with other firms of our quality and experience. Project costs range from a low of a few hundred dollars up to tens of thousands, depending on our clients' needs and budgets. We always provide a detailed proposal and estimate for approval before starting. We adhere to our estimates unless project specifications change at which time we revise and update our estimate.

## **Laying The Foundation**

The first thing we do after being assigned a project is schedule information-gathering meetings between our creative team and your key staff. We are interested not only in scheduling, budget and job specifications, but also in your preferences, target audience, and objectives. And, of course, we will want to know all the features and benefits of your product(s) or service(s).

Although this process is somewhat time-consuming (we don't like meetings any more than you do), it is also crucially important. It will help you sharpen your focus and objectives, and it will help us ensure that what we produce is not only creatively excellent, but strategically targeted.

Once we have met with you and feel like we have a firm grasp on the project details, we will work diligently to provide you an accurate estimate. This estimate will take into account all of our creative and administrative time, as well as those of outside services.

## **Developing The Right Ideas**

Despite popular misconceptions, good creative work doesn't often come in a flash of inspiration; usually it comes from lots of trial and error. This is why we also need to take the time to consider several approaches (concepts), work them through, try them out. Then revise them. In addition, there are usually some practical and functional ends we need to tie up before submitting our ideas—sub-contractor availability, printing estimates, scheduling requirements, etc.

---

# design process

All this, plus the need to schedule our workflow in a businesslike fashion, means that we normally ask for up to two weeks, depending on the job's complexity, before we submit our rough approaches (concepts) for your review. Of course, if you have a rush project or deadline pressure we can adjust our workflow and timing accordingly.

It is our experience that it is best if we first present our rough concepts to one or two key people. This ensures that we all stay focused on the problem and are not distracted by too many personal opinions. Our rough concepts consist of two to three different solutions for your project. They are adequate to convey what we believe is the best approach to take, taking into consideration your budget, schedule, objectives, and preferences. On the other hand, they are not so well-developed as to have wasted time and effort if we need a course correction.

After presenting, we'll ask for comments. The more objective and specific you can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a finished one. Revision normally takes about a week, and we schedule a second presentation shortly thereafter.

From the input at this second presentation meeting further minor refinements are made as necessary. We also finalize the production timetable, and the creative coordination of additional services such as photography and illustration, as necessary. (See design flow below)

## Ensuring Your Satisfaction

We recommend the finished design be routed to the appropriate decision makers for fact and detail checking only, reserving stylistic and subjective decisions to your key point person. To avoid costly confusion, it is also important that all communication with us come from one single key project manager.

During the course of the project we keep your key project manager informed of our progress. Activities that will affect the schedule or budget will be identified as we progress. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively; to make sure that we'll produce even better results than you hired us for.

