

Web. Apparel Print.

How We Work

Please read this. It gives you a great outline of our process and will prepare you for the weeks of "together time" we'll be spending on your project.

Research & Strategy

Information gathering meetings between our creative team and your key staff is a kick off to any project. We are interested not only in scheduling, budget and job specifications, but also in your preferences, target audience, and objectives. In some cases this involves interviews with your key staff or clients to discover what are the key elements in your brand that we need to enhance or leave as is. Although this process is somewhat time-consuming, it is also crucially important. It will help sharpen our focus and objectives, and ensures that what we produce is not only creatively excellent, but strategically targeted. At this point we will provide you, the client, with our official **Mass Policies & Procedures** document. This document must be signed off on by you (the client) to assure that we will be entering the next phase with all the necessary information and goals to produce a successful piece of work.

Concept & Design

Despite popular misconceptions, good creative work is not usually a flash of inspiration. This is why we also need to take the time to consider several approaches (concepts), and work them through. We also need to schedule our workflow in a business like fashion. We schedule approximately two to three weeks, depending on complexity, before submitting our first design concepts for your review. Of course, if you have a rush project or deadline pressure we will do our best to adjust our workflow and timing accordingly. It is our experience that it is best if we include all decision makers in meetings. This helps focus the review and wards off misunderstandings by viewers coming in late to the project. The more objective and specific you can be during reviews, the better we will be able to respond. We recommend the finished layout and copy be routed to the appropriate decision makers for fact and detail checking only, reserving stylistic and subjective decisions to your project management team. To avoid costly confusion, it is also important that all communication to us comes from one source. Activities that will affect the schedule or budget are identified in writing. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively. At the end of this phase, with your approval, we will have chosen one design concept to develop. This may take a few rounds to finalize, but once signed and approved we will begin to work on final art for either printing, and/or development.

Production & Development

During the production phase of our time together, we will be gaining printing quotes, approving all final layouts, copy, and artwork, programming web pages, visiting printers for press checks, and generally getting the leg work done to finish up your project. Any design changes, major copy edits, or additions to the project at this point will result in additional time and costs to the project. This is why we ask for your signed approval in the phase above. Finally, you will be receiving finished projects: printed materials, a working website, boxes of ready for the shelf products... you get the idea. This is when you get to see the final fruits of our collaborative efforts. We also ask that if this experience has been a fabulous one, as we hope it will be, that you drop us a little testimonial on your letterhead so we can tell everyone how much you love us.