

# Our process

Our process is simple. We listen to your needs, analyse the project requirements, develop a design strategy and implement it. Our work is broken down into stages. Costs, schedules and deliverables are clearly indicated at each stage.

## Written proposal/quote

Once the project has been scoped and the objectives discussed, we put together a proposal stating the scope of the project, associated costs and timings. All parties agree to this before commencing work.

## Research and Discovery

We like to start most projects with a research process. Its extent and detail will largely depend on the size of the project. This process helps us familiarise ourselves with a client's business and that of its competitors.

## The brief

A well-thought brief is the foundation of a successful project. We believe in working together with our clients to create the brief. This way we can ensure that right from the start each party is clear about their respective roles.

## Creative Development

Brainstorming, conceptualisation and refinement.

## Presentation

The level of our presentations is tailored to our clients' budgets and requirements. An initial presentation usually includes sketched ideas or concepts. It may take the form of a more finished presentation including computer-generated visuals.

## Review and feedback

A preferred route or design is chosen and will be developed in more detail based on client feedback.

## Development

Different aspects of the project are executed during this stage. Imagery may need to be sourced or scanned at high resolution; content may need to be written; or the site architecture built. Final artwork will need to be created.

## Approval

Final artwork is presented to client for final proofing and sign-off before production.

## Print production

We have a team of suppliers to assist with the production process. We liaise with them to produce the most economical and effective result. We always attend print runs where appropriate and always check and mark up proofs alongside our client. We know that a job is not complete until the print has been successfully delivered. If we are not responsible for buying the print, we encourage our clients to allow us to liaise with their printers. Having a vested interest in the finished product, it is important that we be involved in this final process in order to achieve the best possible end result.