

## OUR DESIGN PROCESS

### **Stage 1, the brief - your thoughts are essential**

A brief is required from you before work commences on any design project. It is the most important part of the design stage as it provides us with essential background information regarding your business and helps us to get a clear idea of what is required. It also gives us the information needed to prepare a written quote for you. We offer a free quotation service.

### **Stage 2, initial design concepts – my input commences**

As soon as the quote has been approved we will require a deposit (usually 50%) and start the process of designing your artwork. At this point we will need you to provide us with any files that might be needed to carry out the work i.e. imagery and text that you have on file. Initial designs will be emailed to you within an agreed timescale in PDF format so that you can preview them.

### **Stage 3, review – time for your feedback**

Once you have had time to think about the initial designs we will ask for your feedback and use this to develop the artwork further. Together we will revise and update a design until you are completely happy with the final result.

### **Stage 4, finalise and payment – your final sign off**

When you are happy with the design and have given final approval you will be sent a final invoice via email.

Once payment is received you automatically receive full copyright for the artwork. I will then supply you with suitable files for your use, or I can send the artwork direct to an agreed printing company.

I am more than happy to meet with you at any point during the process if required but please note that an additional charge may be necessary depending on circumstances.