

The Design Process at Ariadne Studios

Graphic design is a problem solving process, requiring substantial creativity, innovation and technical expertise. An understanding of your product or service and goals is translated into a visual solution. Ariadne Studios' ultimate objective is to develop a partnership with you that allows us to create a brand identity that communicates your message effectively and helps you create value for your company.

Following the project steps listed below helps ensure that the end result fits your needs. By keeping you in the loop throughout the design process, we can build a stronger relationship and focus on your exact objectives.

Project Steps

In general, all projects follow these steps:

- 1 Creative Briefing
- 2 Design Proposal
- 3 Creative Development
- 4 Concept Presentation
- 5 Design Refinement and Layout
- 6 Final Approval
- 7 Release of Files
- 8 Production Review
- 9 Delivery

1 Creative Briefing

The creative briefing is usually a face-to-face meeting in which the entire scope of the project is discussed. A thorough briefing will help you make the most of our creative and technical expertise.

TIP: Please see the checklist on page 4 for recommended discussion items.

2 Design Proposal

Based on the creative briefing, we will send you a project proposal that includes an estimate for design costs and a basic timeline. The design costs will outline exactly what services will be provided. Ballpark estimates from outside vendors, such as printing or web programming, may also be included.

3 Creative Development

Upon your approval of the design costs and timeline, Ariadne Studios will design creative concepts for your project. We explore different ideas and approaches based on your needs. The result is that we cover a spectrum of quality options.

Although we can sometimes proceed without it, *we would like to have final project parameters* (final copy, logos, existing photos, art requirements from ad publisher, etc.) *to start this stage.*

4 Concept Presentation

This is where the fun begins! We will meet to show you multiple, unique design concepts and get your feedback. We will work together to make refinements, if needed, until you are completely satisfied.

5 Design Refinement and Layout

Now it is time to get down to business. After a concept is chosen and any refinements to that concept are completed, we will fully execute the project layout and design. This includes copy edits, full layout of multiple page printed or web projects and any other adjustments. There will be many points of review along the way, usually done by sending pdf files via e-mail.

TIP: Using Adobe Acrobat to markup pdfs is a quick and effective way to communicate your edits.

6 Final Approval

We will be sending you an artwork release form by e-mail that will be your final OK for the files to be sent for production. Please note that after you have replied for final approval, any changes to the artwork will incur additional charges.

7 Release of Files

We will be preparing the files and, in most cases, sending them out to printers or programmers for final production. Depending on the job, this may take anywhere from an hour to a couple of days.

Ads are sent to the publisher per their instructions.

Logos will be burned onto a disk and sent to you. In addition, we can e-mail you the final files. The final file formats will include spot color, 4-color and black and white versions for both print and web usage.

8 Production

PRINT: You will see proofs from the printer after we have had a chance to review them. The proofs are your last opportunity to have things changed before going to press. (Keep in mind that there can be charges for your edits at this stage.) We typically go to at least one press check per project. If you would like to go on a press check, please let us know. On a press check, we look for pleasing color, registration and defects on the printing plates, along with double checking that all other printing specifications are correct.

WEB: The web programmer will implement the artwork and input live text. We will be reviewing it and providing feedback to the programmer. You will also have an opportunity to give them feedback. During this process, all links and coding will work, page titles need to be reviewed and user testing will be completed.

9 Delivery

PRINT: The printer will deliver printed materials according to your directions. We always obtain a few samples of the pieces directly from the printer. Whenever there is time, we review these samples before the final order is delivered to you to ensure high quality.

WEB: Web sites will be made live by the programmer when everyone is satisfied with how they look and function.

At this point, the job is complete!

Creative Briefing Checklist

Basic company information

- Product/service description (Who are you?)
- Company history
- Present market position (How are you perceived?)
- Goals (How do you want to be perceived?)
- Competitor information

Communications background

- Past communications or advertising
- Examples of communications you like (even from other companies/industries)
- Examples of communications you do not like
- Branding standards or corporate identity manual

Current communication need

- Item(s) needed
- Target market (age, gender, income, geography, lifestyle, purchase motivations, etc.)
- Desired response
- Mood of communication (energized, relaxed, proud, clean, historic, etc.)
- Information/message to be communicated
- Available budget
- Timetable

Information for printed items

- Quantity needed
- Physical requirements (paper quality, functionality, size, ad specs, etc.)
- Mailing requirements (postal indicia, variable data, bulk mailed, etc.)
- Delivery instructions

Information for web sites

- Total number of pages
- Special functions (shopping cart, database, interactivity, etc.)
- Site map