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HOW SKETCH WORKS

OUR BEST PRACTICE

Gathering Information. The first step in establishing your design project is an information gathering session. I will find out details of your key objectives and budget, deadlines, target audiences and job specifications. This step is fundamental to the strategic design process. A few days after our initial meeting, I will submit a creative brief outlining all of the information above.

Developing Concepts. The creative design process involves significant research as well as an element of trial and error. In addition to this, there will be some other matters to clarify such as printing estimates, scheduling and workflow management. Unless you have an expedited deadline, I normally take no longer than a week to get back to the project manager with my recommended concept, along with one or two additional suggestions for review.

The Second Meeting. The Project Manager will be shown rough sketches of each concept. These sketches are my approach to your design needs and requirements, taking into account your preferences, budget and other specifications. I recommend working with the Project Manager on a one-to-one basis, thus ensuring a consistent approach to this part of the process.

Your Comments. Your comments will assist in the revision of the chosen concept. A final project timeline will be created at this time.

Finished Designs. These are sent to the Project Manager and any other individuals who may have sign-off responsibility.

Final Proofs. There may be up to two more minor sessions for revision purposes.

Updates. The Project Manager will be notified of any issues which affect scheduling.

Good design translates into better business

1. STRATEGY DEVELOPMENT

- A. Meeting for information gathering & strategy development (1-2 hours)
- B. Creative brief describing strategy, specifications and implementation (2 days later)



2. CREATIVE DEVELOPMENT

- A. Research (½ week)
- B. Design concepts (1 to 3 concepts) (1 week)
- C. Meeting for comments and revision of design concept (1 ½ weeks after first meeting)



3. GRAPHIC PRODUCTION

- A. Design production (1 or more weeks)
- B. Final review (meeting or e-mail review)
- C. Final revisions (1 to 2 more minor revisions*) (½ week)
- D. Final approval



4. IMPLEMENTATION

- A. Finished designs are sent to client, uploaded on web server, or printed for final delivery
- B. Invoice is sent ** (3-4 weeks total job time)

* Major revisions will affect cost

** Payments may be made online with credit card

INFORMATION YOU CAN DRAW UPON