
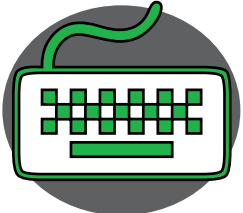





Creative Design to Execution Process

					
	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
PROJECT STAGE	Decision & Planning	Creative Design	Client Approval	Completed	Evaluation
	Capture customer requirements for function & design.	Collection of all elements from client for design.	Presentation made. Client Approves or revises design (Repeat Phase 2).	Design is approved and ready for implementation, execution or fulfillment.	Design has been implemented and client provides feedback of results.
EXAMPLE ACTIVITIES	<ul style="list-style-type: none"> • Client Meeting • Needs Analysis • Brochure/Logo/Ad • Ad Campaign • Concept developed • Proposal • Signed Contract • 50% Initial Deposit • Ad Placed • Printing Estimate 	<ul style="list-style-type: none"> • Gathering Elements • Photos & Logos • Copywriting • Photography • Prototype Design • Client Presentation • Revision Process 	<ul style="list-style-type: none"> • Client Input • If not approved within 2 presentations additional charges may apply if scope of work changes 	<ul style="list-style-type: none"> • Send to print press, or publication* • Mark Complete • Client to be billed <p><i>*Note that if specifications and sizes have not been scoped before creative begins additional hourly execution charges may apply.</i></p>	<ul style="list-style-type: none"> • Test Results • Confirm design has been produced correctly • Collected for output • Archive files <p><i>*Summary: Creative (The Big Idea) is billed by project, implementation and execution is billed hourly.</i></p>
PHASE EXIT DECISION	Signed contract & deposit	Design Phase before presentation	After Presentation	Approved By Client	Design & Production Complete
CHARGE FOR BREAKING CONTRACT		50%	80%	100%	100%