



site design process 2016

Phase I: Concept/Initial Design

We sit down and put together an initial design for you based on what we've discussed in our previous correspondence-- your quote request, emails, inspiration boards, etc. This is a flat mock-up/image. If you love the concept and just want to change the layout/colors/misc graphic edits, we move on to the mock-up revision phase. If you don't like the concept- everything is all wrong- and we need to rethink the direction entirely, we'll sit down with you and go over the game plan again and then come up with an entirely new design concept and mock-up. We will create up to 3 different design concepts- if we don't hit the nail on the head by three concepts, you agree to pay us for the work done thus far based on our standard hourly rate and have the option of either canceling this contract or commissioning us for further concept work. If a concept is approved and we have moved on to Phase II and decide that you would like to see a different concept, we will charge you at our standard hourly rate for the revisions on the first design.

Phase II: Visual Revisions

Once you've approved the design concept, we move on to the visual revisions of the mock-up. This is where we change the colors, establish the general layout, fix/add/edit graphics, all the good stuff on the image mock-up. You get up to three rounds of revisions here.

Phase III: Mad Scientist Judith/Testing Build

Once the initial mock-ups are approved, we'll pull them apart and build a live version on our testing servers... with some sample content and flair so that we can see how everything looks and works.

Phase IV: Live Revisions

Once the test site is live and kicking, we'll run through another round of revisions (up to 3) to make sure that everything looks AND WORKS as it should. This is where we'll deal with spacing between elements, post display, line-height, functions, etc. Any revisions done in Phase IV to graphic elements that were approved during Phase II will be charged at our standard hourly rate.

Phase V: Install & Set-Up

Once the live test site is approved and signed-off on, we will move all of the design elements and site files to your server and get everything installed and ready for launch. You are responsible for all website content. We're not responsible for writing or inputting any text copy unless we specified it in the original estimate. We'll be happy to help though, and in addition to the estimate, we will charge you at our current copy writing hourly charge (\$75) for copy writing or content input.

Phase VI: Clean-Up

After the install, you have 48 hours to play with and examine your new site to make sure that everything works great with your content and system. Because things look a little different with your content than with that on the test site, we will make any small css modifications (text, spacing, widths, margins, etc) on your site at no charge during that 48 hours. Beyond those hours, any modifications or changes are done at our standard hourly rate.

Phase VII: Design Package

After the 48 hour clean-up period is completed, we will email you your design package, which will include copies of the finished graphics, web pages, code, etc that we designed for your site. It is your responsibility to retain copies of these files as we cannot guarantee that we will have them in the future.

important site info

Unless previously discussed, you are responsible for all site content & photography, web hosting, domain, and maintenance. File sharing is done via email, dropbox, or google depending on project. Project payments are made in two parts: 50% deposit/retainer (non-refundable) and the final 50% before Phase V.