

The Design Process

- ✓ Client meeting (optional for simple design projects)

Purpose: to discuss the scope, possible concepts, production needs, and a tentative timeline for your print or Web project. Please bring the completed Project [Planning Worksheet](#) with you to this meeting.

- ✓ Design Brief

The design brief summarizes the important details and requirements of your project. It is the blueprint used for design and reference. Your approval of the design brief is required before work can begin.

- ✓ Concept Development

During this phase, the design team develops a visual solution for the project. For full design projects, we will schedule a meeting to present you with the concept, costs, and production timeline for your project.

- ✓ Layout/Proof/Revisions

You will receive a proof on which you will mark any corrections. By this point in the process, you will be comfortable with the concept; therefore, text edits should be minor. For Web projects, you will most often receive a Beta (test) site for review.

- ✓ Final approval

You will receive a revised/final proof for your approval.

- ✓ Pre-production/File preparation

The design team works with the printer of your choice, prepares the files according to printer specifications, and delivers print-ready files. Please see [Managing Print Projects](#) for more information.

- ✓ Print or Publish

Finished (printed) materials are delivered, or the Web project is published online.

For planning purposes, please allow design time as follows: flyers and simple brochures, 2 weeks; event collateral (invitations, signage, etc.) posters and newsletters, 4 weeks; full-scale design projects (magazines, presentation packets with multiple components, up to 6 weeks. Please note, times are approximate, based upon our current workload. Allow additional time for printing.