Thank you for your consideration. We realize that working with an organization such as ours for the first time often prompts questions, and sometimes concerns. How successful will we be in interpreting your needs? How can we design most effectively? How can we produce most efficiently? How much will it cost?

Our Charges - We offer selected price packages for those customers who are budget conscience. These packages range in price from $500.00 to $4500.00. Otherwise, we are well equipped to develop a custom site for you or your firm. Like all service organizations our invoices are based on the time we invest on a project. Currently we bill our time at $50.00 per hour, at least 20% under what other firms of our quality and experience charge. Project costs depend solely on our clients' needs and budgets. We always provide a detailed proposal and estimate for approval before starting. We always adhere to our estimates unless project specifications change.

Laying the Foundation - The first thing we do after being assigned a project is schedule information – gathering meetings (via telephone, fax, and email) between our creative team and your key staff. We are interested not only in scheduling, budget and job specifications but also in your preferences, target audiences, and objectives. And, of course, we will want to know all the user features and benefits of the product or service. Although this process is time consuming, it is crucially important. It will help you sharpen your focus and objectives, and it will help us ensure that what we produce is not only creatively excellent, but strategically targeted.

Developing the Right Ideas - Despite misconceptions, good creative work does not often come in a flash of inspiration; usually it comes from trial and error. This is why we also need to take the time to consider several approaches (concepts), work them through, and try them out. Then revise them. In addition, there are usually some practical and functional ends to tie up before submitting ideas – sub-contractor availability, printing estimates, scheduling requirements, etc.

All of this, plus the need to schedule our workflow in a businesslike fashion, means that we normally ask for two weeks, depending on the job complexity, before we submit our rough concepts for your review. Of course, if you have a rush project or deadline pressure we adjust our workflow and timing accordingly.

It is our experience that it is best if we first present our rough concepts to your project manager. This ensures that we stay focused on the problem and we are not distracted by too many personal opinions. Rough concepts will consist of sketches, first draft layouts, photography and image approval. They are adequate to convey what we believe is the best approach, taking into consideration your budget, schedule, objectives, and preferences. On the other hand, they are not so well developed as to have wasted time and effort if we need a course correction.

After presenting, we will ask for comments. The more objective and specific you can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a finished one. Revisions normally take a week, and we schedule a second presentation shortly thereafter.

From the input at the second presentation meeting, further refinements are made if necessary. We finalize the production timetable, and the scheduling of additional services such as photography or illustrations.

Ensuring Satisfaction – We recommend that the finished layout, including copy and illustrations be routed to the appropriate decision makers for fact and detail checking. Please reserve stylistic and subjective decisions to your project manager. To avoid costly confusion, it is important that all communication with us come from the project manager.

During the course of the project we keep your project manager informed of our progress. Activities that will affect the schedule or budget are identified in writing. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively; to make sure that we will produce better results than you expected.