



Phase 1: Planning

Gather material and establish design criteria.

Define needs, objectives and problems to be solved.

- initial meeting
- estimate signed and 50% payment made
- materials from client
 - reference material
 - any logos that need to be applied
 - access to existing imagery
 - copywriter hired, if needed
 - photographer/illustrators researched and hired, if needed

Phase 2: Concept Development

Agreement on basic program.

Written solutions pursued that meet stated objectives.

Visual solutions pursued that meet stated objectives.

Presentation of ideas that are viable, appropriate and meet prescribed criteria.

- first presentation PROOF 1/CONCEPT
- approved text to designer from copywriter
- feedback to designer

Phase 3: Design Development

Refine accepted design, including format, typography, color, other elements and assignment of artist if needed. Presentation to client, explaining refined applications. Review status of schedule and budget.

- second presentation PROOF 2/CONTENT

Phase 4: Design Implementation

Decisions on all art related direction and all other elements are final. Client requests any necessary changes to copy at this time. After which, author alterations are billable.

- client proofing
- changes to designer
- revised files to client CONFIRMING PROOF 3
- final approval to designer

Phase 5: Production/Delivery

Preparation of files for end usage. Final product is approved. Remainder 50% payment made.

Reimbursable expenses billed within 30 days.

- prepare files for vendor
- release files to vendor (2 business days after final signoff)
- production of materials (to be verified with vendor, allow 10 business days, pending process)
- delivery of materials (to be verified with vendor)



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