

WORKFLOW

Every project, whether design, web, or writing-oriented, is unique. Some are quick and dirty, others need plenty of prep and discussion time before we plunge in. **Which is yours?**

Minimal: Some projects are revisions of existing styles, or are based on templates or materials, so we'll discuss what you need and go from there. Estimates will be pretty easy and determined upon what pieces you already bring to the table – your own art, templates, pre-edited text, logos, and/or a choice of one of our templates.

Complex: These projects - usually brand-new pieces or multi-component campaigns, will need some chat time so we can define what you need & want, and what will grab your audience. With that in mind, StudioB employs some standards before we ever offer an estimate, since off-the-cuff guesstimates without a full picture would land us both in the doghouse. We're partners, so our job is to get at the nubbins of what will create a successful project for you and a reasonable, effective, and modestly-priced timeline for us both.

Overall process: To varying degrees, we work within the following parameters. Some projects may have only one milestone before revision, others might have two or three. The effectiveness of our teamwork will be much dependent on you selecting one final decision-maker so that we can seamlessly review and revise drafts under schedule & below budget.

Project Process

Initial Meeting – you lay it all on us.

Proposal – We let you know if we got it.

Project Award/sign-off + 1/3 advance fee – We get started with the work of scoping and planning the actual project.

- Agreement/responsibilities signature
- Project scope/risk management consideration
- Projected timeline sign-off
- Team creation – your folks and ours.

Research & materials – where we gather all components for the product.

Prototype/concept milestone/sign-off + 1/3 of remaining fee

- Flesh out prototype/concept

Beta/semi-final draft milestone/sign-off + 1/3 of remaining fee

- Revisions/clean-up

Project finalization:

- Web
 - Testing - internal
 - Upload
 - Testing - external
- Print
 - Transfer to print vendor
 - Bluelines
 - Press check
- Both – audience surveys if necessary

Launch/Distribution milestone/sign-off + 1/3 remaining fee invoice
*Close, archive, and **celebrate!!***