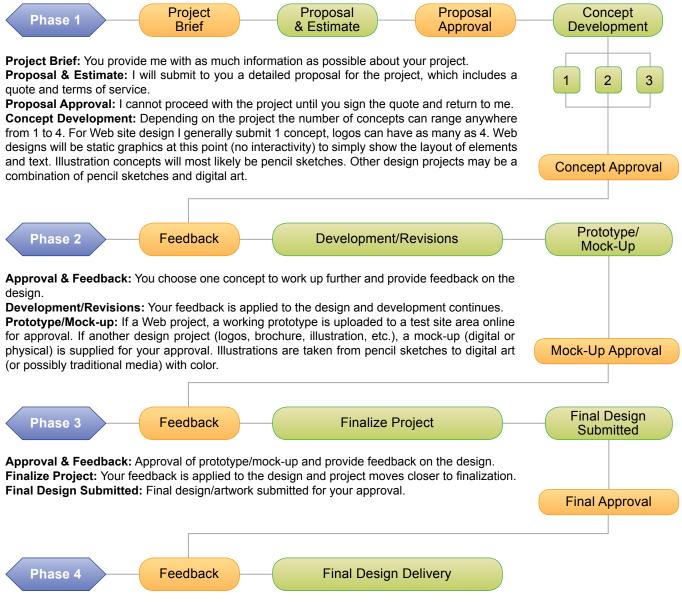# CricketBow Design

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Design Process

Responsibility

CricketBow ▢ Client ▢

Below is a diagram of how my design process works and what you can expect from the start of a project to the finish. It is helpful (and sometimes necessary) to have most of the assets for the project (text, photographs, etc.) before the Concept Development stage, but definitely after Phase 2 begins. When providing your Project Brief it is also helpful, but not necessary, if you provide me with a budget for your project.

Phase 1 → Project Brief → Proposal & Estimate → Proposal Approval → Concept Development → [1] [2] [3]

Project Brief: You provide me with as much information as possible about your project.
Proposal & Estimate: I will submit to you a detailed proposal for the project, which includes a quote and terms of service.
Proposal Approval: I cannot proceed with the project until you sign the quote and return to me.
Concept Development: Depending on the project the number of concepts can range anywhere from 1 to 4. For Web site design I generally submit 1 concept, logos can have as many as 4. Web designs will be static graphics at this point (no interactivity) to simply show the layout of elements and text. Illustration concepts will most likely be pencil sketches. Other design projects may be a combination of pencil sketches and digital art.

Concept Approval

Phase 2 → Feedback → Development/Revisions → Prototype/Mock-Up

Approval & Feedback: You choose one concept to work up further and provide feedback on the design.
Development/Revisions: Your feedback is applied to the design and development continues.
Prototype/Mock-up: If a Web project, a working prototype is uploaded to a test site area online for approval. If another design project (logos, brochure, illustration, etc.), a mock-up (digital or physical) is supplied for your approval. Illustrations are taken from pencil sketches to digital art (or possibly traditional media) with color.

Mock-Up Approval

Phase 3 → Feedback → Finalize Project → Final Design Submitted

Approval & Feedback: Approval of prototype/mock-up and provide feedback on the design.
Finalize Project: Your feedback is applied to the design and project moves closer to finalization.
Final Design Submitted: Final design/artwork submitted for your approval.

Final Approval

Phase 4 → Feedback → Final Design Delivery

Approval & Feedback: Approval of final design/artwork and any final feedback. If this is a print project, this will be the last opportunity to make revisions before the project goes to print.
Submission: If a Web project, the site is uploaded to your server and becomes live. If another design project, final art is supplied to printer for printing or delivery to you of final art on disc or through the Internet (email or ftp).