

## GONINK - DESIGN & PRINT HOW WE WORK

PURPOSE OF PROJECT INFORMATION: This sheet is developed so that we may have all contact information, type of project and specifications related to the project. It is important to note each element of the project so that we may better understand the goals and expectations to help you succeed.

### DISCOVER

Research	During this phase, we research your target audience and competition.
Propose	A simple one or two page document proposing what we want to do for your project
Project Brief	This is more of a detailed document outlining your products, services, a timeline and the path(s) we need to take to design the project.
Gather	We now have needed elements to complete a full Creative Brief
Creative Brief	A Creative Brief is simply a document outlining your company, it's background, products and other important elements that pertain to your business.

### DESIGN

Design Sketches	Typically, we'll start with some thumbnail sketches of what we feel best suits the needs of your project.
Presentation of Sketches	From the thumbnails, we present to you larger versions that are more clear and concise aiming towards the final goal of a finished project.
Selection of Sketches	A meeting between us and your decision makers will then take place and we try to narrow the sketches down to two or three or we also have you look at digital images.
Revise	We then revise the selections you chose and alter them accordingly.
Develop	After all changes have been made, we have you choose your new design and we move forward with the design.
Approve	Here you make the final "yes" or "no" to the design. Once we arrive at a final approval, we then develop the website so that it may work in several browsers and platforms (i.e. mac and/or pc)

### DEPLOY

Create	All gathered data such as content, photos, graphics, product descriptions, etc. are entered into framework of project
Test	We test the project in several browsers like Internet Explorer and Firefox on both PC's and Mac's.
Revise	Problem areas are defined and corrected
Live Moment	Every item has been thoroughly checked and tests correctly
Finalize	We have a quick sit-down meeting with you and your decision makers on the final product