Understanding Our Design Process

STEP 01
PROJECT CONSULTATION

A comprehensive discussion to understand your specific design needs, objectives, and vision. It involves exploring design concepts, brainstorming ideas, reviewing project requirements, and establishing a clear scope of work. The consultation serves as a foundation for effective collaboration and ensures that the design team has a solid understanding of your expectations before moving forward with the project.

STEP 02
QUOTE

A detailed assessment of the design requirements and specifications. It encompasses a thorough review of project scope, deliverables, timeline, and pricing considerations. The quote outlines the cost and details of the design project, allowing both your and our design team to have a clear understanding of the expectations and financial aspects involved.

STEP 03
DEPOSIT

Once the consultation has taken place and the quote as been agreed upon, our sales team will work with you to start a new Sales Order (SO) and will collect any deposit that is required to get your project underway. These vary by project and are project dependent.

STEP 04
CREATION

The creation process begins with the agreed upon objectives, gathered through the consultation. This is followed by extensive research, conceptualization, and sketching to develop initial design ideas. The chosen concept is then refined by incorporating client feedback and collaboration. Throughout the process, open communication with the designer is maintained to ensure the desired design outcome.

STEP 05
MOCKUPS & APPROVAL

Your designer creates visual representations of the design concepts discussed earlier. These mock-ups showcase how the design will look in its final form, allowing you to evaluate and provide feedback on elements such as layout, color scheme, and typography. The approval stage involves obtaining final sign-off and indicating the satisfaction and granting permission to proceed with the production or implementation phase of the project.

STEP 06
FINALIZE

Your designer carefully reviews the design for accuracy, consistency, and quality assurance. This stage may also involve preparing the final files for delivery, such as exporting print-ready files or optimizing digital assets for various platforms. The goal of the finalization stage is to ensure that the design meets all requirements and is ready for implementation or distribution. Once completed, final payment will be processed by your sales representative.