

**Laying The Foundation.** The first thing we do after being assigned a project is schedule information-gathering meetings between our creative team and your key staff. We're interested not only in scheduling, budget and job specifications, but also in your preferences, target audience, and objectives. Although this process is somewhat time-consuming (we don't like meetings any more than you do), it is also crucially important. It will help you sharpen your focus and objectives, and it will help us ensure that what we produce is not only creatively excellent, but strategically targeted.

**Developing The Right Ideas.** Despite popular misconceptions, good creative work doesn't often come in a flash of inspiration; usually it comes from lots of trial and error. This is why we also need to take the time to consider several approaches (concepts), work them through, try them out. Then revise them. In addition, there are usually some practical and functional ends we need to tie up before submitting our ideas—sub-contractor availability, printing estimates, scheduling requirements, etc.

All this, plus the need to schedule our workflow in a businesslike fashion, means that we normally ask for up to two weeks, depending on the job's complexity, before we submit our rough approaches (concepts) for your review. Of course, if you have a rush project or deadline pressure we adjust our workflow and timing accordingly.

It is our experience that it is best if we first present our rough concepts to your project manager and just one or two others. This ensures that we all stay focused on the problem and are not distracted by too many personal opinions. Our rough concepts usually consist of black-and-white thumbnail sketches initially, then tighter comprehensive drawings (comps) when a creative direction is agreed on. They are adequate to convey what we believe is the best approach to take, taking into consideration your budget, schedule, objectives, and preferences. On the other hand, they are not so well-developed as to have wasted time and effort if we need a course correction.

After presenting, we'll ask for comments. The more objective and specific you can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a finished one. Revision normally takes us about a week, and we schedule a second presentation shortly thereafter.

From the input at this second presentation meeting further minor refinements are made as necessary. We also finalize the production timetable, and the scheduling of additional services such as photography, illustration, and copywriting.

**Ensuring Your Satisfaction.** We recommend the finished designs be routed to the appropriate decision makers for fact and detail checking only, reserving stylistic and subjective decisions to your project manager. To avoid costly confusion, it is also important that all communication with us come from the project manager.

During the course of the project we keep your project manager informed of our progress. Activities that will affect the schedule or budget are identified in writing. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively; to make sure that we'll produce even better results than you hired us for.

**The Project Development Process.** BGD completes all design projects using the same schedule of phases, as described below. The details of each phase are presented before the work begins. Each phase will be driven by work completed in the previous phases.

*1. Strategy Development.* In phase one we meet to discuss with you your business and/or marketing plan for the project, e.g., is this a marketing and sales piece? Does it offer a service to your clients or customers? What functionality do you need it to have to serve its purpose? Will this need to be updated regularly? What is the short and long-term plan for its usage and functionality? Who is the audience? This information will help us understand what will be required from the resulting design.

We then develop a design strategy for the project, bridging your business or marketing plan and our creative development process, by defining what the project will require to meet your business objectives. The design strategy (also known as a design brief) only discusses the top-line information needed to create the final design.

*2. Creative Development.* After the final design is approved all elements for the project are completed for print production or uploading. This can include the mechanicals or photo-ready art needed for printing as well as the testing of final web pages for programming errors or bugs.

*3. Production.* Design is the tactical output (the creative process and aesthetic development), of the design strategy. In phase two we study and compare what your competition or contemporaries are doing and analyze the strengths and weaknesses dependent on your audience or message, so that we can develop design concepts.

Once a concept is chosen by you, a more finished design is completed for approval and advancement to the final production phase. If needed, additional commissioned work is completed here, e.g., illustration, photography, copywriting, etc.

*4. Implementation.* This is the last step, where all of the finished and approved designs are actually sent to production for final delivery, e.g., printing, uploading to the web server, burning to CD-ROM, etc.

**We're a small firm.** In business to be creative and stay competitive. We hope our small size is what attracted you to us. It has lots of business advantages.

Because we are small, you get to deal directly with those actually doing your work; there are no "middlemen" to mess things up. It also means we're more flexible, able to turn things around faster. We can offer better, more personal service, too. And because our overhead is lower than the big guys, so are our prices. In a business like creativity, size is seldom an advantage.

These are a few reasons why we have been so successful. It may also be why you called us.

We hope you'll give us the opportunity sometime soon to prove just how good we really are. In the meantime, look carefully at our portfolio. The work we have done for many other clients with many other challenges speaks volumes about our abilities.



## 1. Strategy Development.

- *Step one:*  
*Fact-finding and strategy development*
- *Step two:*  
*Strategy refinement and implementation.*



## 2. Creative Development.

- *Step One:*  
*Research.*
- *Step Two:*  
*Design concepts.*
- *Step Three*  
*Design and revisions*



## 3. Production

- *Step One*  
*Production.*
- *Step Two*  
*Final review and revision.*



## 4. Implementation

- *Step One*  
*Implementation.*
- *Step Two*  
*Final delivery.*