

CHOOSING A DESIGNER

Do you like the designer's work?

This may seem like a ridiculous thing to NOT think about, but have you really looked at your designer's portfolio? Most designers can design for a range of styles, but if you see nothing in their portfolio that you like (or worse, everything looks exactly the same) you may want to reconsider. Line + Logic has done a range of work but we favor clean, simple designs with a focus on usability.

What kind of relationship do you want with your designer?

Designers come in many shapes and sizes with different personalities and work philosophies. What type of person do you want to work with and what do you expect from your designer? For a project as important as creating an image for your business you need to work with someone that you trust and that you know will be with you every step of the way. We are a service oriented company. We try to go above and beyond to be there for our clients.

Do your research.

Although your designer should be able to assist you in the process, as a consumer you need to do your research. Get familiar with a few aspects of your project to ensure you are getting everything (and not too much) that you need. Line + Logic is happy to answer any questions or recommend some great resources for learning more.

Questions, questions, questions.

Talk to your designer! Ask anything and everything so there are no surprises in the end. Make sure any concerns are alleviated and you are 100% confident when you choose to proceed with the project. We believe there is no such thing as a "stupid" question and are happy to help you with the process.

Know what you want and need.

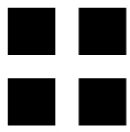
Take what you've learned from your research, your designer, your peers and other means and decide exactly what you want and need from your project. Do not assume that something is included or is known by your designer. Too much information is better than too little. We try to pack as much detail as possible into our project descriptions to ensure everyone is on the same page.

Know what you're getting.

Make sure everything is in writing and all aspects of the project are covered. Contracts should be used to protect both the designer and the client. There are many resources online to ensure that all parts of the contract are standard practice. Line + Logic uses a standard and fair contract. We are always willing to discuss the terms of the contract to make sure both parties are satisfied with the outcome.

You get what you pay for.

If something seems too good to be true, it probably is. Don't just go with the designer or company that is the cheapest. Whatever you are having designed it is probably for something that is very important to you. Protect your image and invest in the designer that is going to give you the quality that your business demands. Of course, we hope Line + Logic is that designer.



Line + LOGiC LLC
a collaborative approach to web + graphic design.

2527 Fossil Stone Lane, Fort Mill, SC 29708 + 803.280.5279 + www.LINEandLOGIC.com

PRINT DESIGN PROCESS - Logos, Business Cards and Other Print Design

Initial Meeting

The first meeting (in person, on the phone, via email or other) is all about acquiring information. What is your business? What is your personality? What is your vision? How do you want to market yourself and your business? What colors do you love or hate? Have you already done any branding and marketing that we need to remain consistent with?

Initial Designs

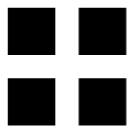
Based on the information acquired during the initial meeting, two or more designs will be presented for your review. All designs are completely custom, created specifically for you and your business.

Collaboration

This is your time to really get involved in the process. What do you like or dislike about the initial designs? Based on your feedback, every part of the design is edited until you are completely satisfied. There are no restrictions on the number of changes you may request during the design process.

Final Product

You will be presented with digital copies of your design for use in future projects. If the design is for a printed piece, printing may be facilitated with a skilled local printer.



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WEB DESIGN + DEVELOPMENT PROCESS

Initial Meeting

The first meeting (in person, on the phone, via email or other) is all about acquiring information. We'll discuss all of the questions mentioned in PRINT DESIGN PROCESS as well as some tailored to the website specifically. What features would you like? What are your future plans for the site? How do you see it fitting into your business? What are your goals with the website?

Scope

Before designing we'll decide on a course of action. This may include staging the project to best fit the desired schedule and budget.

Initial Designs

Initial designs will be created using graphic software to give you a visual interpretation of the website including all major components. The design will be based on information gathered during the initial meeting and any other branding that is in existence.

Collaboration

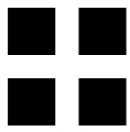
You will be presented with at least two different layouts for the website. From these you will decide what you like or dislike about the overall designs and the individual components. Your feedback will direct the editing and fine tuning of the website design. There are no restrictions on the number of edits you may request during this phase of the project.

Development

Once a layout has been chosen and approved it will be turned into a working website. You will then be shown the working version and given a chance to test it out to make sure all interactive parts work as expected.

Launch

When you are completely satisfied with how the website looks and operates, we upload it to the server and make it "live" to the public.



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HTML WEBSITE DESIGN + DEVELOPMENT – WHAT’S INCLUDED?

5 Pages

Each page of an HTML website is individually coded; therefore the project is broken into pages rather than content types. The base package includes 5 individual pages. These include a unique home page, a contact page with a form and three other basic pages. A basic page is one that is mostly made up of text with a few images. Additional pages can be added at an additional cost based on complexity.

Contact Form with Spam Protection

An easily accessible contact form is imperative on a website to provide your visitors with a way to contact you about your product or service. The contact form on your site will receive visitor information and send it to you via email. Spam will be blocked using a visual Captcha system.

Standards Compliant HTML/CSS

All web pages are coded to current website standards. This maintains the behind-the-scenes integrity of your site and makes them easily editable by other developers.

HTML Files

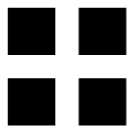
All files for your website placed on your server can be accessed by you or anyone you allow access. This provides you with flexibility in future edits that can be done by anyone that knows HTML/CSS.

Custom Favicon

A custom favicon (the unique icon that shows somewhere at the top of your browser) really turns your website into a cohesive professional unit. Your favicon is designed to match your website and will display when visitors are on your site.

Google Analytics

Google Analytics is the leading tool for tracking website traffic. Google Analytics will be installed on your website and you will be given a choice of how you'd like to view your website statistics. Google Analytics is a free service so you will never be charged a fee to view it.



DRUPAL WEBSITE DESIGN + DEVELOPMENT – WHAT’S INCLUDED?

Drupal CMS Framework

Drupal is a Content Management System (CMS) that is used as the framework for many websites large and small. Drupal gives the website owner/user the ability to add, edit and remove content from the website through a user-friendly interface. This system also provides you with maximum flexibility and scalability for the life of your website.

3 Content Types/5 Pages

Rather than breaking a Drupal site into pages it is broken into content types. The base package includes 3 content types: unique home page, contact page and text-based pages. Three text-based pages will be added for you. More pages may be added at an additional cost or may be added by you. Additional content types can be added throughout the life of your site with some light development.

Contact Form with Spam Protection

An easily accessible contact form is imperative on a website to provide your visitors with a way to contact you about your product or service. The contact form on your site will receive visitor information and send it to you via email. Spam will be blocked through using a visual Captcha system.

Standards Compliant HTML/CSS

The HTML/CSS provides the visual appearance of your site and works with Drupal behind the scenes. All web pages are coded to current website standards. This maintains the behind-the-scenes integrity of your site and makes them easily editable by other developers.

Website Files

All files for your website placed on your server can be accessed by you or anyone you allow access. This provides you with flexibility in future edits that can be done by anyone that knows HTML/CSS and Drupal.

Custom Favicon

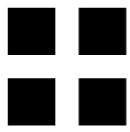
A custom favicon (the unique icon that shows somewhere at the top of your browser) really turns your website into a cohesive professional unit. Your favicon is designed to match your website and will display when visitors are on your site.

Google Analytics

Google Analytics is the leading tool for tracking website traffic. Google Analytics will be installed on your website and you will be given a choice of how you'd like to view your website statistics. Google Analytics is a free service so you will never be charged a fee to view it.

Training

You will be taught how to edit your new website. In addition, you will be provided with an instruction packet customized to your site and will be given free support for up to 3 months after launching the website.



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MAINTENANCE, SUPPORT + HOSTING

Maintenance

Monthly maintenance is not required but is suggested for Drupal websites. Optionally, maintenance can be done at the hourly rate. The typical maintenance each month involves:

- Checking the website for necessary updates and performing the updates
- Checking outgoing links to ensure they are still accurate
- Checking any edits that you have made to ensure they are within website standards
- Checking any other components or functionality for optimum performance

Depending on the complexity of your site, other maintenance may be suggested or required. You will be alerted of this and the additional cost before signing any contracts.

Support

Though Drupal is known to be an easy system to use, you may require additional assistance. Support beyond the 3 months following website launch may be purchased at a monthly fee or per hour at the hourly rate. Support is intended to assist you in completing the following tasks:

- Adding content to your site
- Editing or removing content on your site
- Retrieving form information
- Understanding your site and its capabilities

Other questions may arise and will be addressed as needed. We are available for support (via phone or email) from 9am – 5pm daily.

Hosting

Hosting is included with the purchase of MAINTENANCE and/or SUPPORT. This means you will not have to purchase hosting on your own.