

### Phase 1: Communicate/Research

1. Arrange Initial Meeting (company's background, project scope and goals, audience, competition, available resources, budget, schedule, method of proofing and methods/frequency of communication)
2. Conduct Initial Research
3. Prepare RFQs for Subcontractors if necessary
4. Prepare Proposal and Agreement
5. Arrange and Conduct Proposal Meeting

### Phase 2: Design

1. Additional competitive and audience research, as needed. Design style research to include historical design styles, typography, stock image research, if needed, etc.
2. Preliminary design. Sketches and/or roughs to explore possible design solutions
3. Edit preliminaries to those to be presented
4. Mount designs or create pdfs, jpegs or other method of presentation
5. Draft status report(s) as needed
6. Arrange presentation meeting, phone call or other agreed-upon method of communication
7. Presentation meeting (in-person or by other method)
8. Obtain client approval in writing for selected design direction or change order, if needed, documenting change(s), schedule and budget impact, along with client sign-off
9. Make changes as needed
10. Second presentation, if needed

### Phase 3: Refine

1. Design refinements as needed
2. Create comprehensive (comp) layouts (layouts as close to the finished piece as possible within budget constraints). Comps may or may not include final images and copy, depending upon the schedule of deliverables
3. Proofreading
4. Repeat steps 5 -10 shown in Phase Two as necessary

### Phase 4: Produce

1. Production - create final press ready files, HTML files, etc., swap F.P.O. (For position only images with final images and/or low resolution with high resolution, replace F.P.O. text with final copy, etc.)
2. Proofreading. Corrections as needed
3. Supplier/Fabricator meeting to review material. Make any needed adjustments to files
4. Arrange presentation meeting
5. Final client review
6. Final revisions/corrections, if needed
7. Final client sign-off
8. Deliver files to printer/fabricator
9. Press Check/Fabrication Check as needed
10. Final delivery to client
11. Final project billing