

BOBJONES
DESIGN

design, art direction, producing, apps

client guide .pdf

Working Together

Working with a designer is an often cloudy and mis-understood process. In order to get the most out of your efforts and to get the best possible solution to your problem use this guide as a template for success.

Thank you for your consideration.

We know that working with an organization such as ours for the first time often prompts a few questions. Sometimes more than a few concerns, too. How successful will we be in interpreting your needs? How can we do it most effectively? How can we do it most efficiently? How much will it cost?

Our Charges

Like all service organizations our invoices are based on the time we invest in a project. Currently we bill our time at about 10% under what other firms of our quality and experience charge. Project costs range from a low of a couple thousand dollars up to tens of thousands, depending on our clients' needs and budgets. We always provide a detailed proposal and estimate for approval before starting.

Laying The Foundation

We begin projects by scheduling information-gathering meetings between our creative team and your key staff. We are interested not only in scheduling, budget, and job specifications, but also in your preferences, target audience, and objectives. And, of course, we will want to know all the user features and benefits of your product. These meetings will help us to understand your focus and objectives, and to ensure that what we produce is not only creatively excellent, but strategically targeted. All of the information will be channeled into a creative brief (sample brief available at bobjonesdesign.com).

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) on our end, 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 such as 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.

Once we work through these approaches, concepts will be presented using .PDF layouts, and then we will ask for your comments and feedback. Comments are our input for revising the rough concept into a finished one. Your feedback in this stage will guide the project toward its conclusion, so we encourage your comments to be specific and thoughtful prior to our next revision. It is our experience that you will be happiest with our results if feedback is communicated through one delegated project manager, as we find that having one point of contact leads to projects with a stronger focus and purpose. Revision normally takes about one 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).

Ensuring Your Satisfaction

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.

Sincerely,

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