

# the PROCESS

This process helps us keep projects on track and identify issues that will impact delivery and budget.

## we MEET...

At the onset of every project we begin by familiarizing ourselves with your business goals and how we can help you achieve them. This usually involves analysis of your industry and its unique obstacles and opportunities. We then formulate a set of business requirements the project will address.

## we give you a PROPOSAL...

The next step is determining a design solution that will meet the business goals. CRITICAL design group will prepare a proposal and price estimate for the project. The proposal is a useful outline for the overall project, complete with delivery dates to ensure everything is on track.

## we develop a CONCEPT...

CRITICAL will present various design solutions, these initial concepts will help determine overall design of the project and encourage dialogue and discussion to also ensure we are all heading in a similar direction.

## we proceed to PRODUCTION...

This is where we go to work! Production involves building the final piece(s) based on client feed back from the concept development and presentation. All final content is created or collected at this stage.

## we REVIEW & TEST...

Depending on the type of project, this will involve reviewing copy for typos or inaccuracies, testing web sites and applications for bugs, and making sure everything is in order for release. We hope we have succeeded at explaining our process and why we feel it is a necessary component during the project lifecycle. Feel free to contact us with any questions you may have.

## our SERVICES\*

We offer the following services for our clients.

- *Identity*
- *Branding*
- *Packaging*
- *Web Design*
- *Marketing*
- *Advertising*
- *Printing*

\*Our services are also available on contract for larger projects.