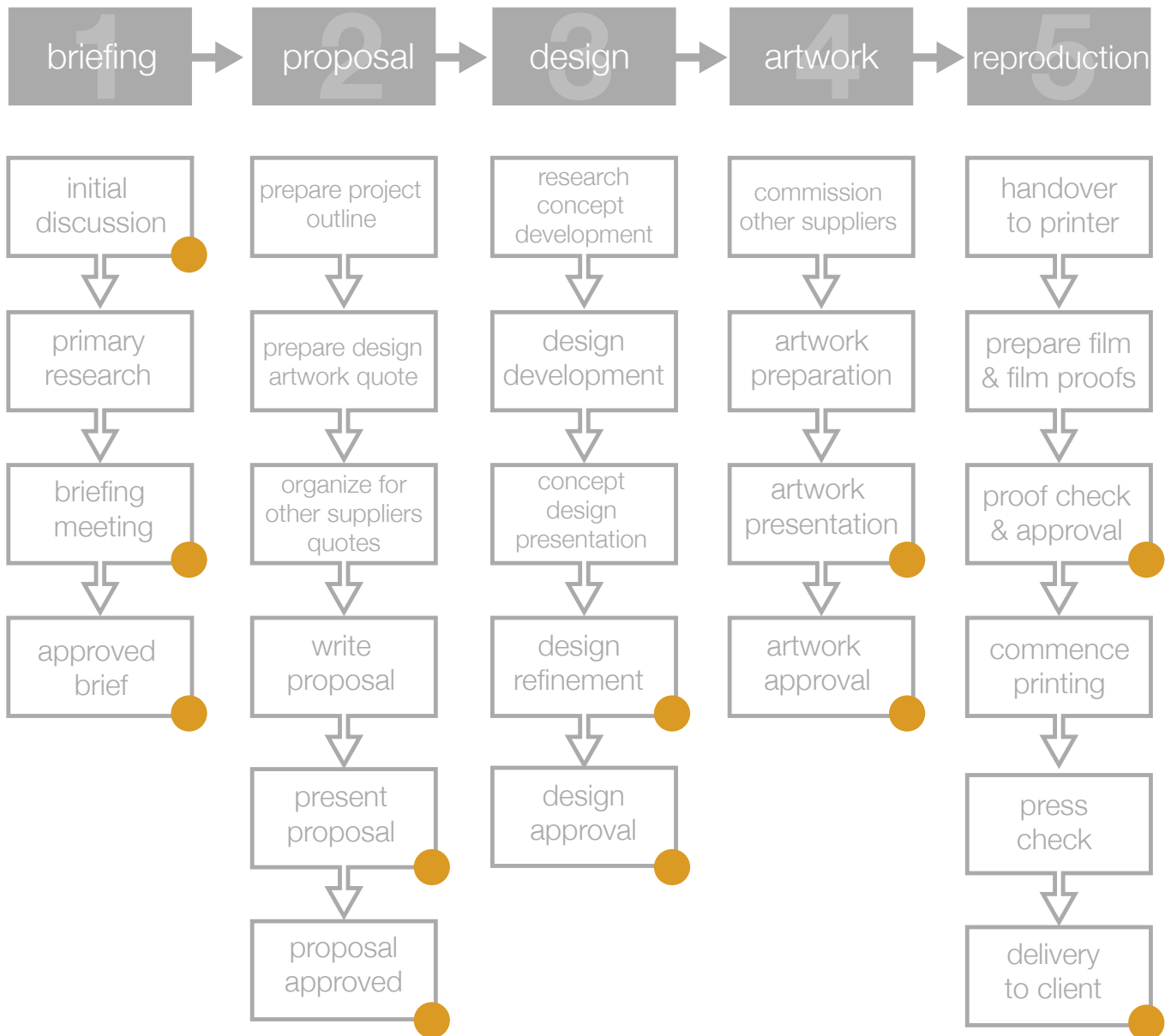


the design process

think  
CREATIVE



# think's process



● Stage involves client input and sign off. Process designed by AGDA

# our clients view

At Think we pride ourselves on the fact that we deliver what our client requires on time and to their budget. The most efficient way to achieve this is by strategic planning and methodology.

## briefing stage

**[initial briefing]** One of Think's representatives will make contact and come and meet with you to take an initial brief on what it is that you require.

**[tip]** It is always helpful to us if you have had some prior thought to what you might need. Also bring along examples of work that you have done before, or any thoughts and ideas you may have had in regard to the design you require.

**[approved brief]** After our initial meeting with you Think then creates a brief to fit your requirements. Basically to make sure we have clearly understood what it is you would like us to produce for you. This will then be emailed to you to approve.

**[tip]** Let us know if you are unsure of anything on the brief, then approve your brief asap.

## the proposal

**[presenting our proposal to you]** After the brief has been agreed upon, we then compile a proposal which includes an estimated schedule for your approval, which we either email or post to you.

**[approving our proposal]** Before Think can go ahead with any design work, we must make sure we are clear on what we are creating for you and that we can complete it when you require.

**[tip]** Read our proposal and time schedule carefully and make sure this is exactly what you want, some items you may want a day/week before the deadline. think about when it will be possible to get us text or images... does this timing fit in with the estimated schedule we have given you?

## the design

**[design refinement]** We create exciting innovative concepts and help you to evaluate which concept suits you best.

**[tip]** Consider our concepts carefully, think about if it portrays the right message, or if it really does suit your target audience? If you are unsure ask Think about using a 'focus group' to see what your target audience thinks of the concepts or designs.

**[design approval]** On each concept Think attaches a approval stamp, if the concept / revision is 100% correct, send it back to Think with approval and we will start making preparations for the final stages of the artwork.

**[tip]** Download our approving artwork pdf in the resources section of our website to assist you in approving artwork. Also it is great if you can approve artwork ahead or on schedule where possible to give us the most amount of time to prepare your artwork for reproduction.

## creating artwork

**[artwork presentation]** Once you have decided on one of Think's creations we then prepare the artwork for you.

**[artwork approval]** Just to make sure that nothing has changed in the design on this last process we then get you to have a final check over the artwork.

**[tip]** In this final approval you may want to make sure all phone numbers and figures are correct, and that nothing has moved or changed from the last approval.

## reproduction

**[delivery to client]** we use quality suppliers to assist us in making your work stand out and have a professional and quality finish

**[tip]** if you have printed artwork and would like to check your artwork via a proof from the printer, let think know before final approval and we can arrange this for you. Also please advise where you would like the final product to be delivered to, we can deliver the product to its final destination for you.

