



our process

WORKING WITH HAMILTONBERCHMAN DESIGN GROUP, INC.

How do we do what we do? Whether this is your first experience working with a design firm and you are unsure about the process, or you have worked with several firms, this document will help explain the process we use.

In order to achieve success with any project, we believe it is important that everyone involved understand the projects purpose and have a method to achieve the projects goals. We use an adaptable, multi-phase process that provides all parties a common understanding and a way to stay informed. We do this through an on-line project management system that allows posting of work in progress, commenting, and threaded discussion.

Our process creates structure to understand the development of a project, helps define a project, defines who does what, sets a time frame, sets a schedule and budget, and establishes efficient communication among all parties.

THE STEPS OF OUR PROCESS

Research

- > Collect and analyze information
- > Identify objectives
- > Consider context of practical parameters such as budget and time frame
- > Overall scope of a project begins during this phase

Organize

- > Content is clarified through information design
- > Information design organizes the presentation of information to facilitate understanding
- > Focus is on information and how it functions

Design

- > Project acquires its form, a “look and feel”
- > Creativity gives the project its personality
- > Visual metaphors are created that support and enhance the architecture of the information

Develop

- > Implement the project as specified in the design and organization phases
- > Programming of web pages, templates, and databases
- > Create digital files for printed pieces

Test and Deploy

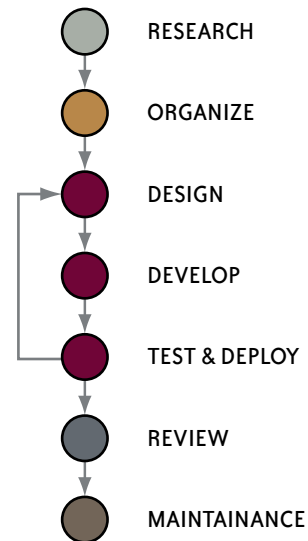
- > Proofing and testing before project is completed
- > Testing the project to ensure it meets its goals
- > If not, we return to design with new information in hand
- > Otherwise we deploy the project to its targeted medium—web or print

Review

- > Take stock of the project for effectiveness
- > Check for success against measurable results
- > Gauge client satisfaction with the project and process

Maintenance

- > For web-based projects, any long term maintenance agreements are performed as necessary



Should you have any questions about this process please contact us, details@hamiltonberchman.com