

**PHASE 1:
INPUT
Project
Planning**
PHASE 1: INPUT :: Research, Strategy & Planning

Gather material and establish design criteria during initial meeting, completing creative brief criteria defining needs, objectives and problems to be solved, desired delivery date.

☐ REED CREATIVE provides:

- client input questionnaire
- brand inventory checklist
- creative assessment & strategy
- proposed schedule
- estimate for services

☐ CLIENT provides:

- completed client input form
- completed brand asset inventory
- access to existing reference material/imagery and brand assets
- content OUTLINE provided in Word format
- signed estimate with deposit

**PHASE 2:
CONCEPT
Creative
Exploration**
PHASE 2: CONCEPT :: Creative Exploration

Agreement on basic program with written and visual solutions pursued that meet stated objectives. Research and presentation of sample ideas that are viable, appropriate and meet prescribed criteria. *(additional concept exploration available if timeline and budget permits)*

☐ REED CREATIVE provides:

PROOF 1 :: CONCEPT

- pagemap
- thumbnail schematic

☐ CLIENT provides:

PROOF 1 FEEDBACK

- selection of direction
- all APPROVED CONTENT in Word, unless copywriter is hired

**PHASE 3:
CONTENT
Creative
Development**
PHASE 3: CONTENT :: Creative Development

Refinement of accepted design, including format, typography, color, other elements. Assignment of artist/writer/vendor if needed. Presentation to client, explaining refined applications. Review status of schedule and budget.

☐ REED CREATIVE provides:

PROOF 2 :: CONTENT

- design at 100% size, incorporating live content for all approved sections
- outside vendor estimates, if applicable

☐ CLIENT provides:

PROOF 2 FEEDBACK

- requested edits in PDF markup
- any outstanding content/artwork
- approval on printer estimate, if applicable

**PHASE 4:
COMPLETION
Creative
Implementation**
PHASE 4: COMPLETION :: Creative Implementation

Decisions on all art related direction and all other elements are final. Client requests any necessary changes to copy at this time and signs off on content. After which, author alterations are billable as additional expense.

☐ REED CREATIVE provides:

PROOF 3 :: COMPLETION

- design of all sections with final approved content

☐ CLIENT provides:

PROOF 3 APPROVAL

- minor text edits only

**PHASE 5:
CONFIRMING
Approval/
Production/
Delivery**
PHASE 5: CONFIRMING :: Approval/Production/Delivery

Final product is approved, prepared, produced and delivered.

☐ REED CREATIVE provides:

CONFIRMING PROOF 4**

- files prepared and released to vendor (1-2 biz days pending complexity)
- vendor proofs
- final design invoice with expenses

☐ CLIENT provides:

- maillist
- vendor proof approvals
- remainder creative payment made
- payment to printer directly

☐ VENDOR provides:

- estimate
- production schedule
- printer proof
- delivery
- printing invoice

***author alterations at this stage are billable and may delay schedule*