



# Web Depiction

*information packet*



## Table of Contents

<b>Services and pricing</b> .....	<b>3</b>
Web design.....	3
Web hosting.....	3
Special rates.....	3
<b>Accessibility and standards</b> .....	<b>4</b>
Accessibility.....	4
Is accessibility expensive?.....	4
Printing.....	4
<b>Procedures and Process</b> .....	<b>5</b>
Before we start on your project.....	5
Initial contact.....	5
Detailed quote.....	5
Project planning.....	5
Starting and working on your website.....	5
Content.....	5
Graphic design and layout.....	6
Logos.....	6
HTML/CSS.....	6
Domains and hosting.....	6
The site's development.....	6
Going live and maintenance.....	7
Going live.....	7
Maintenance.....	7
Keeping in touch.....	7

## Information Packet... What?

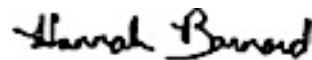
Web design can be a tricky process, especially if you have not worked with a design company before. To make things easier, this packet contains information on how Web Depiction generally handles a project, and what we expect from our clients.

Why is this packet important? It prepares you for the process, making it easier for all of both designer and client focus on the *project* instead of the *process*.

If you have any questions regarding this packet, our website, or our services, please feel free to contact us:

<http://www.webdepiction.com>  
[services@webdepiction.com](mailto:services@webdepiction.com)  
(231) 432-8221

Thank you for your interest!



Hannah Barnard, Owner

## Services and Pricing

### Corporate identity

For over 5 years we have been creating strong and effective corporate identities. This process includes coming up with a logo that matches your organization's personality and setting branding rules to guide you in your other branding mediums.

### Web Design

Web design covers many different services, ranging from community websites to online stores. We'd love to talk with you and help you discover which solutions would fit your needs and your budget.

### Custom programming

Occasionally we work on a project that is so unique, custom programming is required. These jobs are bid using an hourly rate.

### Web Hosting

Although you may already use another web host for your site, we suggest that you transfer to our hosting services when we begin to work with you.

Please see our affiliate website (<http://duoservers.com/?r=webdepiction>) for hosting details.

### Budgets

Please let us know if you are working on a limited budget. We will work with you to establish what kind of website you can afford and how you can make the most of your investment. We can also look ahead and suggest maintenance options for the future of the site.

### Pricing

The majority of our services are billed as flat-rates. Why? This makes it easier for us to quote our services, and it makes the numbers easier for the client to work with. Maintenance services, such as updating a website with images or text, can be billed hourly or per-edit.

### Special Rates

We provide special rates for charities, voluntary organizations, and social enterprises.

Non-profit organizations may receive a discount of 15%.

## Accessibility and Standards

### Accessibility

Web Depiction is committed to making websites that are accessible by everyone, regardless of what hardware or software they use and their own individual requirements.

Web Depiction can inspect your current site and provide an accessibility audit. If your site needs an update, or even a change in structure, we would be glad to help.

All new websites designed by us are built to W3C's accessibility standards. If you want more information, please e-mail us.

Designing with modern standards means that your site will work across as many technological platforms as possible. Additionally, it is much easier for search engines to index and view websites that meet these standards.

### Is Accessibility Expensive?

It's no more expensive than other kinds of web design. In fact designing to modern standards is cheaper in the long run because your site will require less updates. Additionally, a website built in this way will

be usable to a greater variety of visitors than before.

### Printing

To reduce the amount of wasted ink and paper, Web Depiction creates a special CSS document (Cascading Style Sheet) to control how our websites are presented on paper.

With this 'tailored for printers' style sheet in place your visitors will be able to print a page knowing that the navigation, branding and other background graphics will be removed, and only the main content of a page will be printed.

Thus, we do not need to create a 'text only' or 'printer friendly' version of each page because of the use of CSS. Pages also load faster and use fewer resources with CSS

## Procedures and Process

If you want to know what happens when you work with us on a web project, you need to read this section.

Although all projects, sites, and clients vary there is still a process that the development will go through. To illustrate this here is a break down of each step in the lifetime of a website built by Web Depiction:

### **Before We Start Work on Your Project**

#### *Initial Contact*

The first thing we do is ask you questions which will give us an idea of what you have in mind and the work involved to create your site. If you have not thought about your site in detail, we have designed some questions that should help you to get some ideas together.

#### *Detailed Quote*

Once you have decided to go ahead with your web project, we provide you with a detailed breakdown and quote for your website.

At this point we request a deposit of 50% of the full estimated price, and we require that

you agree to our contract.

#### *Project Planning*

After you agree to the site objectives and features, we plan each step to make sure that the project is managed as time- and cost-efficiently as possible.

We then work with you to decide what information/text/graphics we need from you. It is very important for us to know whether you have any planned activities which may delay the process, such as a holiday, moving premises, and so on. This way we are able account for that time and coordinate our work resourcefully for our clients.

Changes in specification or stoppage to the project will require a review of the work and costs.

### **Starting and Working on Your Website Content**

When we talk about content for the site we mean the text and pictures which will appear within the pages. The content is one of the main aspects which determine the layout and structure of your website, and for this reason we ask you to start getting content together as the first part of the process.

# Information Packet



## *Graphic Design and Layout*

Everyone has their own tastes and ideas about what makes a site look good, so we want to find out from you as early as possible what your style preferences are.

A website's layout is mainly influenced by the content. This means that, for example, a website which consists of an online shop and a small site providing basic information require very different layouts and structures. In nearly all cases we need to have the content in hand before we know how to best organize it.

Next we ask you to give us as much information as possible about the image you want to portray, your branding, and the visual styles you like. From this information and with the content, with usability and accessibility in mind, we create the visual design and layout.

We ask you to approve the layout and move on to the next step of creating the code which makes up the website.

Before the visual layout is agreed you will be able to make 10 changes to aspects within the design.

## *Logos*

The same procedure as above applies if we are designing your logo for you too.

## *HTML / CSS*

Once the graphic design is agreed on and complete we create the HTML and CSS (the code which makes up the web pages). We will be working to the timescales previously agreed in the project plan.

## *Domains and Hosting*

From initial discussions and drawing up the project plan we will have already decided what hosting and domain names you need. If you already have a domain name then we will be able to connect this with the new host.

We organize the hosting and domain name so that it is ready for the website launch. This provides a smooth transition in getting your site live and makes sure that it is as cost effective as possible.

## *The Site's Development*

So that you are involved in each step of your website's development, we will host the project, in progress, in a secure part of our own website.

# Information Packet



Your unfinished site will not be accessible via any links on our site, so it will not be viewable by the public. We will provide you with the web page address which will allow you to view your site at any time.

However, we would ask you not to share this address with the public, advertisers, and anyone who doesn't need to view the site while it's developing. Once the site is complete it will be moved to your own domain and hosting.

## **Going Live and Maintenance**

### *Going Live*

Once the site is completed and you are happy that all of the objectives in the project plan have been met then we are ready to publish it to your domain and hosting.

At this stage we will send you an invoice for the remaining payment and make the site 'live' as soon as the account is settled.

We can send you a copy of your website on CD upon request.

### *Maintenance*

Minor maintenance, limited to text changes and image tweaking, is included for one week after the site's publish date.

In some cases, due to the nature of your site further updates will be required.

Maintenance can either be agreed upon on a contract or as-needed basis depending on the type of website and your circumstances.

### *Keeping in Touch*

Although we will have contact with you to make sure that your site is maintained efficiently, we want to keep in touch with you.

We're always interested to hear about how things are going and what you have been doing so don't forget to drop us a line or give us a call from time to time and we'll do the same!