

Design Process

Stage 1:

We 'meet' with you to discuss the intended project. This includes filling out client and project briefs, which can be done by you or via interview. The main goal at this point is to **establish clear objectives**. The more information we have, the more **expedient** and **on-target** we will be able to be in handling the project. We then review the information and write up a contract (example here) which you sign before the project proceeds to the next stage.

Stage 2:

The first step in Stage 2 is to do any necessary research based on the objectives set up in Stage 1. We look at it as a "problem" that we need to solve, and of course we want to find the **best solution**. We then begin brainstorming and sketching concepts. The goal is to **explore ideas** without getting bogged down in details too early. Because of this, we also start out working primarily in black and white. Many times designs have to be converted to black and white, such as for faxing or use in a newspaper, so it's important to know that the design works well without color.

Stage 3:

We make two or three **rough draft** versions of the project and place them on your page on our site for you to review. At this point the design is usually still in black and white unless you have already specified colors. You then log in to your proof page and choose a version as the direction in which you would like to proceed, including any requests for changes.

Stage 4:

We take the rough draft that you approve, along with any requests, and **refine the design**. This might include meshing concepts, expounding on one concept, or simply making the finishing touches, after which, we can begin working with color. You once again review the design, and the refinement process may be repeated until you are **satisfied** with the result, based on the provisions of your contract.

Stage 5:

At the point when the final design is approved several things might happen, depending on the contract.

1. The design remains the property of Kaleidoscope International, which means that you have one-time use rights.
2. You may purchase the rights to the designs, at which time you receive the design files in the necessary formats.
3. In the case that Kaleidoscope International is directing the printing of a project, you will need to sign proofs from the printer stating that colors, type, etc. has been reviewed and is ready for print.

In each case, the **final payment** is due at this time unless otherwise stated in your contract