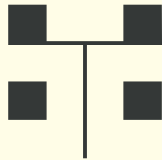


D Steve's
Design Method



Thoughts

S **Sales & Profits**

Successful advertising directly increases sales and profits. Advertising success is based on good graphic design strategy. Ads, brochures, websites, and direct mail that don't deliver a response are failures. I remedy under-performing advertising stories with graphic design. A good story builds credibility which consists of trustworthiness, expertise, and leadership. I improve stories using value analysis. Value analysis uses the following functions on story segments: combination, simplification, elimination, standardization, and substitution.

A Positioning positioning statement is a shortcut to motive. The concept of positioning a product or service was formalized in 1980. It has become an important part of the modern marketing mix. It is an important major component in any advertising strategy.

Theme

Every story needs a theme. A theme builds upon historical and emotional cues to alter the buyer's perception of a product or company. Words, color, fonts, images, and symbols all work together to create a theme. A theme is also part of good strategy.

Papers

Print design is temporal and tactile. “Temporal” in that page spreads are viewed one at a time in sequence. “Tactile” in the paper quality and “feel.” Certain papers will evoke memories. Thin papers are limp and seem more disposable or “rushed.” Thick chrome papers remind one of classy brochures or catalogs (value, etc.) Ideas are presented on different pages in sequence so the viewer moves along at their own speed absorbing one idea at a time.

M **Pixels** y website philosophy is: web content first, navigation second, and third speed. All my webpages are built under 35K page weight (usually much better) for fastest loading speed. This is instantaneous T1 loading or only a few seconds on a modem. I don't do server-side CGI scripting. I use clientside "workarounds." HTML pages only. No Flash.

A **Soft Proofing**

All proofs are submitted to you in Portable Document Format (PDF) as email attachments. Files are viewable with Adobe Acrobat Reader (a freeware download). International Typographic Style is my guide. Good copywriting and good typography do NOT always follow the conventions of College English grammar or even a typing class.

I **One Boss** don't work for two bosses. Meetings are important, especially when kicking off a new project. I prefer not to be involved with committee meetings. One person is the authorized client agent to approve and accept my services. In my experience, committee meetings are usually counterproductive to creative thinking. I prefer one-on-one meetings (or simple email.)

TERMS AND CONDITIONS

1. FIXED-BID. All fees and expenses are “fixed bid.” There is no extra charge for changes made during the project. I work until the job is done. Payment is due 10 days after approval of the final PDF proof (not after printing). I do not mark up any printing. You pay directly to the printer for actual costs.

2. CHANGES. Each revision carries a revision number and is submitted as an email attachment for print (or viewed on our test site for web work.)

3. SAMPLES.

I use work samples for marketing needs. Three samples will be provided by you.

4. CONFIDENTIALITY. I may acquire certain confidential information regarding products, processes, and operations as well as your present and contemplated activities. I will not divulge or disclose such confidential information to others.

5. INDEPENDENT CONTRACTOR.

In all respects, my relationship to you is that of an independent contractor.

6. OWNERSHIP OF COMPUTER ARTWORK. I do not charge usage fees or printing markups like other design firms. You own the artwork. If requested, we will supply a CD after project approval.

7. LIMITED LIABILITY. My liability for any loss or damage in connection with a project from any cause, including my negligence, shall not exceed the total fee paid.

8. COMPETITION. I will not accept similar employment from any business of a similar nature to the business now conducted by you.

9. NON-DISCLOSURE. During the term of a project, and for five years after, I will not reveal to outside sources any matters that might adversely affect your business unless required by law to do so.

10. MEETINGS. I don't do walk-in business at my studio. Insurance company liability rules. I can come and meet with you if you like.