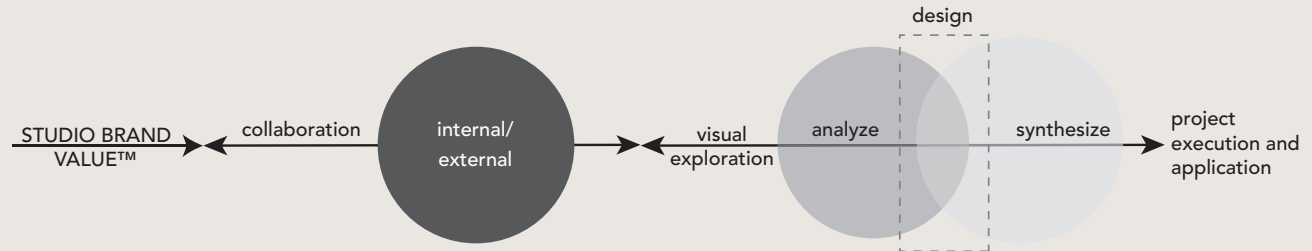




<DESIGN METHODOLOGY AND SOLUTIONS>

The design methodology commences after the client and the studio has agreed upon the initial project, timeline and budget. It is imperative that this process takes on a life of its own. The project is enhanced through the findings of the research and collaboration process.



Success of the project stems from business considerations more than visual exploration and executions.

- Communication goals
- Corporate culture
- Concepts
- Ideas generated from the client
- Effects of various mediums

DESIGN RESEARCH PHASE: ANALYZE

Reading previous collateral; interviewing within the company; analyzing competitive materials; reviewing business and marketing plans; perusing IPO Prospectuses; understanding the brand; the client's industry trends and issues. This information provides the context, the understanding of the client's message and the target audiences' self-interest.

COLLABORATION: SYNTHESIZE = DESIGN

This is a two-part stage involving internal and external collaboration. In every preliminary presentation, the client is invited to help navigate us through the research process. This is less about design and more about concepts. We bring together all individuals involved in the research process to brainstorm the various avenues in which to proceed. Everyone understands the scope and goals of the project, no matter how large or small a role; this allows for a true collaboration between client and Studio.

VISUAL EXPLORATION

Here we put into action the concepts and visual metaphors developed during the collaboration phase. We do not rule out any possible design path that may lead us to another, more viable solution. By applying design without preconception about specific styles, we let ideas articulate themselves visually without the inhibitions related to schedule and budget.

PROJECT EXECUTION AND APPLICATION

We determine how the final work will be perceived in form and context. As we develop the final design path, we further refine our designs and ideas by determining specifications for how and where these final designs will be used. This phase ensures that we have determined the design for each intended use, and that the final product will have the effectiveness intended by our client.

ANALYZE/SYNTHESIZE = DESIGN SOLUTION