

## The Design Process.

Our design process facilitates effective and efficient communication between the designer and client. Upon completion of the initial design consultation and your decision to retain our services, we will begin the design process listed below.

### 1. Client Design Form.

Using information we obtain from an in-depth question and answer session with the client, DD Design compiled a client design form which helps to effectively pinpoint design options that are best-suited to the client and that best fit within the client's temporal constraints.

### 2. Research and Brainstorming.

With the client's goal in mind, we take time to research industry competitors and industry trends, and to identify design methods that will make the client stand out amongst its competitors.

### 3. Sketching.

As a more advanced step in the brainstorming process, sketching allows the designer to work closely with the client to explore different product options in order to effectively identify a design plan that is uniquely suited to the client's needs and audience.

### 4. Prototype Rendering.

At this stage, we incorporate any client feedback obtained during the sketching process, and create /render multiple prototypes in PDF format for presentation to the client.

### 5. Creative Presentation and Client Feedback.

The client reviews the prototypes, and with special focus on the visual appeal of the artwork, gives feedback to the designer about areas including but not limited to color, style and the extent to which the client's needs are being met by the product.

### 6. Revisions and Addition of Finishing Touches.

All client feedback is incorporated into the project, and the designer makes all necessary adjustments and revisions to produce a final product that actualizes the client's vision for their company.

### 7. File Creation and Customer Service.

The final artwork is presented to the client in vector form via email. The designer provides continuous customer service to address client questions regarding further design and/or printing options.