



ixia graphics

how we work

An overview of our creative process

We know that working with a designer for the first time can prompt a few questions and maybe some concerns, too. All designers use their own processes to effectively create a design. We, at Ixia Graphics, follow some general guidelines to ensure that each client receives the result they desired to achieve at the project onset. The following information will outline the most important factors in our design process, and will answer some common questions about our services.

Charges

Like most service organizations, our invoices are based on the time we invest in a project. This time includes input time (meetings), conceptual time (research and concept development), and execution time (full layout and revisions). We always provide a proposal and estimate for approval before beginning any project, and we adhere to the agreed upon quote, unless the project specifications change.

Laying the Foundation

We like to qualify the needs of our clients through our "Design Questionnaire." This can be found as an online form on our website, or we can discuss this directly over the phone. This form gives us a clearer idea of the client's design needs, and ultimately helps us to create a more accurate proposal.

The Creative Process

Initial Meeting

Once we receive a client's project information, we like to schedule an introductory information-gathering session with the key people involved in the process. This can be done over the phone or in person. We feel that an initial meeting is important to sharpen focus, identify objectives, state preferences, and outline the target audience.

Drafts

Throughout the design process, we provide our clients with several drafts that indicate initial concepts, revised concepts, and final concept. It is important to review each draft thoroughly and indicate clearly what changes need to be made. Although we make every effort to proofread for errors, the client is responsible for the final draft. We encourage our clients to have several individuals review the drafts to ensure accuracy. Drafts will be provided as an online page for proofreading, unless otherwise requested.

Revisions

Typically, we allow up to 3 revision rounds for each design. This means that clients can lump as many changes into each round as they need, however, the rounds are limited. For example, a client may have 20 changes that need to be done, and as long as they submit all the changes at once, this is considered only one revision round. This keeps the project on track by eliminating unnecessary back and forth revision requests.

Communication

Whether by phone or email, we communicate with our clients by their preferred method (all our drafts and revisions are sent via email, unless otherwise specified). This is the most important tool in our project relationship, and we encourage the client to contact us as often as they need---whether they have questions about the project, or need to inquire about the project's status.

Time Frame and Deadlines

We ask that we are given at least three weeks for each project which gives us a general time frame to work from (if printing is required, project time will increase accordingly). Of course, we understand that sometimes projects need to be done ASAP, so we try to accommodate rush jobs within our project load. Most importantly, we ask the client to be up front with their needs so we can meet their deadlines in a timely manner.

Ensuring Your Satisfaction

During the course of the project, the project manager will be kept informed of the progress and anything affecting the schedule or budget will be identified in writing. We want to keep each project moving ahead quickly, smoothly, and cost-effectively, with the client's desired results.

