

DESIGN MATERIALS LIST

This document is designed to help guide you through the process of gathering materials for your website design. Collecting materials can be a difficult process, but I can not stress the importance of good materials strongly enough. The effectiveness of your website hinges on the impact it has on the perspective client. Old, small, or low-quality images will all create a negative effect and your clients will be less likely to shop or book online. Help me design a spectacular website for you by providing them with good quality images and ideas to get started.

All materials and text must be provided in Windows/PC format. I do not have the capability to open or read MAC or iMAC files. If you have a MAC, please follow the instructions below for images, and be sure to save all your text documents in MS Word Windows compatible or Rich Text Format. You can send multiple images or files either on a CD or DVD, or by email.

Submission - Please submit your materials via the following channels:

- Please submit your electronic materials to kathy@kmb-designs.com
- Please email for a physical address for mailing hard copy.

Due to irregularities in the local postal system, please send your materials either by UPS, FedEx, or DHL. This is so that any lost or delayed packages (due to accidents, winter road conditions, etc.) can be traced.

Ideas - Please provide us with some idea of what you would like to see in your design:

- An idea of the look that best fits your company (rustic, professional, friendly, trustworthy, etc.).
- Colors, color schemes or design styles you would like for the site.
- Any notes you may have on the over all look you want for your site.
- A list of website address for sites that you **do** and **do not like** with a description of why you liked or disliked each. (At least 4-5 you like and why; and at least 2 that you do not and why.)

Images - Please provide us with the following materials to get started:

- Good quality photos
 - Your home page will require at least one large image for the header and possibly other smaller images, as well as possibly images within the text. Please send us all of the images that you have so that our designers can choose the best image(s) for the design.
 - Please remember that photos from magazines and other copyrighted materials cannot be used without permission.
 - Digital photos are acceptable. Please submit images larger than 1000 pixels wide in either .jpg, .gif, .bmp, .psd, or .tif formats.
 - Your images should not be cropped or previously color or contrast adjusted.
 - Images from magazines, rack cards, and other print materials are not always suitable for digital reproduction. The scanner will read any/all flaws in the print and they will be highly visible on the screen. Please send original files whenever possible.
 - Print photos and slides are highly recommended.
 - I use a high-quality flat-bed and slide scanner, its scan quality is excellent.
 - Please do not write on the back of prints because the scanner will read through the image and see your writing. Plus, the ink can be embedded in the picture below it.
 - Let me know if you would like any/all of your prints returned to you.
 - Your existing logo
 - If you have an existing logo, I require a digital copy of the image or I will need to re-create the logo.
 - Logos on business cards are not preferred to achieve the best quality result for the web.
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Content - This information may be supplied during the process as it isn't as important at the start but will be required later:

- Text for body of website (in digital format)
- Current information broken down in the categories so that organizing your information into web pages will be easier.
- While we advise against odd fonts we will follow your wishes. If you have a particular font you wish to use, you must provide us with that font in the event we do not already have it. (Fonts must be provided

in Windows format)

Additional Features - Additional site features that you may be thinking of we should know about before we begin. We may not begin work on these items until farther into the process but it helps to know the technical level of a website before we begin:

- Flash slide shows or other animation
 - Maps (static or zoomable?) - if required to give the viewer directions to a store/business location
 - Reservation or secure order forms - I can provide online secure ordering or shopping cart services, at an additional charge over and above the design charges.
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Odds and Ends - There are some unforeseen items that may incur additional costs during the design phase and they are as follows:

- Communication and consultation with your 3rd party marketing consultants. (Consultants are under your employ and I must bill for any communication with them. We suggest you work directly with your consultants and submit the resultant direction to us directly.)
 - Extensive animation or Flash
 - Any major graphic work over and above the estimate
 - Late changes in background colors or graphic elements
 - I will do my best to follow the customer's design specifications and ideas. However, repeated revisions of either design elements or text do to a lack of design materials and/or constructive design ideas will incur additional charges.
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Questions - Feel free to contact me with any questions:

Kathy Barto
kathy@kmb-designs.com