

DESIGN PROCESS CONTINUUM

INDUSTRY CATEGORY

EXHIBIT DESIGN

The end product is most likely either (1) a temporary booth or exhibit for a trade show, store, window or museum exhibit or, (2) a permanent exhibit for a museum or building. The product may be a fixture or a chattel depending on the requirements. Examples of real property include trade booths, display cases, platforms, painted maps and designed rooms. Examples of chattels would be free-standing signs providing details about the exhibits. Range of services go from planning of exhibit concepts to circulation routing, graphic concepts, interpretative elements and displays (graphic and three dimensional). Exhibit Design also includes project management through all phases of the project, in addition to management of the suppliers and installers of the physical product. Note: It is unusual for the graphic designer or design firm to be the manufacturer of the end product. Generally, the graphic designer contracts with a third party service provider who invoices either the graphic designer or the client.

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RFP/Competition		Discovery/Research		Schematic Design/ Design Development		Contract Documents		Contract Administration	
<p>DEFINITION: Activities that lead up to the selection of a given firm for the selected services. Typically initiated via an RFP (Request for Proposal) or RFI (Request for Information) document.</p> <p>Typically no consideration is provided at this stage. However, it is possible that consideration is provided for time spent preparing a presentation and disbursement such as travel.</p>		<p>DEFINITION: Following the firm being retained, initial review of detailed client requirements, plans and budgets. May also include initial market analysis regarding the competitors, the company, the category, consumers and customers. Depending on the size of the project, can entail the use of consumer research.</p> <p>Contract A: Provision of services only</p>		<p>DEFINITION: Based on an approved strategic direction, the design firm is requested to initiate a design process which includes the overall design approach.</p> <p>Contract A: Continuation</p>		<p>DEFINITION: Upon final concept approval, this phase consists of developing final contract documents that will be used to solicit bids from third party suppliers.</p> <p>Contract B</p>		<p>DEFINITION: Development of signage and graphic materials by an external supplier, either designated by the designer or the client. Design firm supervises the process or the development of prototype and final structural design.</p> <p>Contract B: Continuation</p>	
Task 1.1	<p>PROCESS: Client meeting for a formal briefing</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Meeting</p>	Task 2.1	<p>PROCESS: Develop design criteria with client</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.1	<p>PROCESS: Further develop the family of products</p> <p>PRODUCED FOR OWN USE: Refined conceptual renderings</p> <p>DELIVERABLES: SERVICES</p>	Task 4.1	<p>PROCESS: Prepare and finalize graphic schedules and exhibit plans</p> <p>DELIVERABLES: SERVICES: Written graphic schedule and exhibit plans</p>	Task 5.1	<p>PROCESS: Review of submitted bids</p> <p>DELIVERABLES: SERVICES: Recommendation of preferred supplier</p>
Task 1.2	<p>PROCESS: Development of proposal</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Written document</p>	Task 2.2	<p>PROCESS: Competitive analysis</p> <p>DELIVERABLES: SERVICES: Written Report</p>	Task 3.2	<p>PROCESS: Produce design development drawings based on refined design</p> <p>PRODUCED FOR OWN USE: Design development drawings created for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	Task 4.2	<p>PROCESS: Create design intent drawings for all elements within the project</p> <p>DELIVERABLES: SERVICES: Detailed drawings</p>	Task 5.2	<p>PROCESS: Client sign-off of recommended supplier</p> <p>DELIVERABLES: SERVICES: Appointment of third party supplier - contractor/manufacturer</p>
Task 1.3	<p>PROCESS: Presentation of credentials</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Presentation meeting</p>	Task 2.3	<p>PROCESS: Consumer market research</p> <p>DELIVERABLES: SERVICES: Written Report from third party company</p>	Task 3.3	<p>PROCESS: Develop detailed mounting methods, materials and finishes</p> <p>PRODUCED FOR OWN USE: Drawings/samples created for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	Task 4.3	<p>PROCESS: Prepare artwork (positioning of design elements such as typography, photographs, illustrations) for graphic elements</p> <p>DELIVERABLES: INTANGIBLES/SERVICES: Digital file</p>	Task 5.3	<p>PROCESS: Review samples, shop drawings, mockups and submission from the supplier</p> <p>DELIVERABLES: SERVICES: Approved samples, shop drawings and mockups</p>
		Task 2.4	<p>PROCESS: Strategic analysis of findings</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.4	<p>PROCESS: Produce mockups or prototypes</p> <p>PRODUCED FOR OWN USE: Mockups or prototypes created for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	Task 4.4	<p>PROCESS: Compile all written materials and technical specifications into package to form bid documents to contract with third party contractors and/or manufacturers</p> <p>DELIVERABLES: SERVICES: Complete bid document</p>	Task 5.4	<p>PROCESS: Observation of manufacturing process and on-site installation</p> <p>DELIVERABLES: SERVICES: Review meetings</p>
		Task 2.5	<p>PROCESS: Review site conditions, drawings, models, etc.</p> <p>DELIVERABLES: SERVICES</p>	Task 3.5	<p>PROCESS: Schematic design - design a representative overview of the program</p> <p>PRODUCED FOR OWN USE: Conceptual renderings</p> <p>DELIVERABLES: Written report</p>	Task 4.5	<p>Termination of Contract B and New Contract B - it is possible that the client will reconsider and change Contract B terms and conditions and return project to Phase 2 or 3</p>	Task 5.5	<p>PROCESS: Inspect work for substantial completion, milestones and final acceptance</p> <p>DELIVERABLES: SERVICES: Review meetings</p>
<p>CAVEAT: The Association of Registered Graphic Designers of Ontario has prepared this chart for ease of communication with the Ministry of Finance. The Association of Registered Graphic Designers of Ontario does not guarantee that each of the processes and deliverables will be performed by every graphic designer in Ontario, and individual companies may perform processes and provide deliverables that are different from those set out in the chart. While the chart sets out a typical scenario, the business activities of each graphic designer should be determined on a case-by-case basis.</p>		Task 2.6	<p>PROCESS: Preliminary plans and graphic schedules</p> <p>DELIVERABLES: SERVICE: Written conceptual plans</p>	Task 3.6	<p>PROCESS: (Concept Approval) Final design approval based on the application of the selected design direction</p> <p>PRODUCED FOR OWN USE: Final design presented on colour prints and ready for client legal approval and input</p>			Task 5.6	<p>PROCESS: Create final list of deficiencies of work product of third party service provider</p> <p>DELIVERABLES: SERVICES: Assessment and written report</p>
				Task 3.7	<p>PROCESS: Contract B: Negotiations - set parameters for real property deliverables and services</p>			Task 5.7	<p>PROCESS: Prepare and issue all certificates and instructions required by the contract</p> <p>DELIVERABLES: SERVICES: Written paperwork</p>

DESIGN PROCESS CONTINUUM

INDUSTRY CATEGORY

ENVIRONMENTAL/ARCHITECTURAL GRAPHICS AND WAYFINDING DESIGN

The end product is most likely a sign permanently affixed to building (overhead signs, projected signs, room signs, floor direction signs). Services range from company positioning, naming, research to overall graphics, identity, facility design, CAD (computer assisted design) drawings, photography, image retouching, and artwork planning of building circulation routing, development and refinement of architectural features, lighting, art/sculpture and overall landmarks to support wayfinding. It also includes the creation of building coding systems, signage and building graphics, project management through all phases of the project in addition to management of the suppliers and installers of the physical product. Note: It is unusual for the graphic designer or design firm to be the manufacturer of the end product. Generally, the graphic designer contracts with a third party service provider who invoices either the graphic designer or the client.

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RFP/Competition		Discovery/Research		Schematic Design/ Design Development		Contract Documents		Contract Administration	
<p>DEFINITION: Activities that lead up to the selection of a given firm for the selected services. Typically initiated via an RFP (Request for Proposal) or RFI (Request for Information) document.</p> <p>Typically no consideration is provided at this stage. However, it is possible consideration is provided for time spent preparing a presentation and disbursement such as travel.</p>		<p>DEFINITION: Following the firm being retained, initial review of detailed client requirements, plans and budgets. It may also include initial market analysis regarding the competitors, the company, the category, consumers and customers. Depending on the size of the project, can entail the use of consumer research.</p> <p>Contract A: Provision of services only</p>		<p>DEFINITION: Based on an approved strategic direction, the design firm is requested to initiate a design process which includes the overall design approach.</p> <p>Contract A: Continuation</p>		<p>DEFINITION: Upon the final concept approval, this phase consists of developing final contract documents that will be used to solicit bids from suppliers.</p> <p>Contract B: FOR SERVICES</p>		<p>DEFINITION: Development of signage and graphic materials by an external supplier, either designated by the designer or the client. Design firm supervises the process or the development of prototype and final structural design.</p> <p>Contract B: Continuation</p>	
Task 1.1	<p>PROCESS: Client meeting for a formal briefing</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Meeting</p>	Task 2.1	<p>PROCESS: Develop design criteria with client</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.1	<p>PROCESS: Design a representative overview of the program</p> <p>DELIVERABLES: SERVICES: Conceptual renderings</p>	Task 4.1	<p>PROCESS: Prepare and finalize message schedule and location plans</p> <p>DELIVERABLES: SERVICES: Message schedule and location plans</p>	Task 5.1	<p>PROCESS: Review of submitted bids</p> <p>DELIVERABLES: SERVICES: Recommendation of preferred supplier</p>
Task 1.2	<p>PROCESS: Development of proposal</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Written document</p>	Task 2.2	<p>PROCESS: Competitive analysis</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.2	<p>PROCESS: Further develop the family of products</p> <p>PRODUCED FOR OWN USE: Refined conceptual renderings created for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	Task 4.2	<p>PROCESS: Create design intent drawings for all elements within the project</p> <p>DELIVERABLES: SERVICES: Detailed drawings</p>	Task 5.2	<p>PROCESS: Client sign-off of recommended supplier</p> <p>DELIVERABLES: SERVICES: Appointment of third party supplier - contractor/manufacturer</p>
Task 1.3	<p>PROCESS: Presentation of credentials</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Presentation meeting</p>	Task 2.3	<p>PROCESS: Consumer market research</p> <p>DELIVERABLES: SERVICES: Written report from third party company</p>	Task 3.3	<p>PROCESS: Produce design development drawings based on refined design</p> <p>PRODUCED FOR OWN USE: Design development drawings created for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	Task 4.3	<p>PROCESS: Prepare artwork (positioning of design elements such as typography, photographs, illustrations) for graphic elements</p> <p>DELIVERABLES: INTANGIBLES/SERVICES: Digital file</p>	Task 5.3	<p>PROCESS: Review samples, shop drawings, mockups and submission from the supplier</p> <p>DELIVERABLES: SERVICES: Approved samples, shop drawings and mockups</p>
		Task 2.4	<p>PROCESS: Strategic analysis of findings</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.4	<p>PROCESS: Develop detailed mounting methods, materials and finishes</p> <p>PRODUCED FOR OWN USE: Drawings/samples created for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	Task 4.4	<p>PROCESS: Compile all materials and technical specifications into package to form bid documents to contract with third party contractors and/or manufacturers</p> <p>DELIVERABLES: SERVICES: Complete bid document</p>	Task 5.4	<p>PROCESS: Observation of manufacturing process and on-site installation</p> <p>DELIVERABLES: SERVICES: Review meetings</p>
		Task 2.5	<p>PROCESS: Review site conditions, drawings, models, etc.</p> <p>DELIVERABLES: SERVICES</p>	Task 3.5	<p>PROCESS: Produce mockups or prototypes</p> <p>PRODUCED FOR OWN USE: Mockups or prototypes created for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	Task 4.5	<p>Termination of Contract B and New Contract B - it is possible that the client will change reconsider and change Contract B terms and conditions and return project to Phase 2 or 3</p>	Task 5.5	<p>PROCESS: Inspect work for substantial completion, milestones and final acceptance</p> <p>DELIVERABLES: SERVICES: Review meetings</p>
		Task 2.6	<p>PROCESS: Review of codes related to signage application</p> <p>DELIVERABLES: SERVICES</p>	Task 3.6	<p>PROCESS: Review detailed designs with suppliers to refine budget costs</p> <p>DELIVERABLES: SERVICES: Written report and detailed budget costs</p>			Task 5.6	<p>PROCESS: Create final list of deficiencies of work product of third party service provider</p> <p>DELIVERABLES: SERVICES: Assessment and written report</p>
<p>CAVEAT: The Association of Registered Graphic Designers of Ontario has prepared this chart for ease of communication with the Ministry of Finance. The Association of Registered Graphic Designers of Ontario does not guarantee that each of the processes and deliverables will be performed by every graphic designer in Ontario, and individual companies may perform processes and provide deliverables that are different from those set out in the chart. While the chart sets out a typical scenario, the business activities of each graphic designer should be determined on a case-by-case basis.</p>		Task 2.7	<p>PROCESS: Preliminary plans and message schedules</p> <p>DELIVERABLES: SERVICES: Conceptual plans</p>	Task 3.7	<p>PROCESS: (Concept Approval) Final design approval based on the application of the selected design direction</p> <p>PRODUCED FOR OWN USE: Final design presented on colour prints and ready for client legal approval and input</p> <p>DELIVERABLES: SERVICES</p>			Task 5.7	<p>PROCESS: Prepare and issue all certificates and instructions required by the contract</p> <p>DELIVERABLES: SERVICES: Final product acceptance</p>
				Task 3.8	<p>PROCESS: Contract B: Negotiations - set parameters for real property deliverables and services</p>				

DESIGN PROCESS CONTINUUM

INDUSTRY CATEGORY

EDITORIAL

Can include the entire design of a book or magazine, or artwork (positioning of design elements such as typography, photographs, illustrations) for a cover or credits - an example would be the Sears catalogue or the cover of the latest Harry Potter instalment. In the majority of projects the graphic designer delivers the electronic artwork to either (a) a third party service provider and invoices the client directly, or (b) the client. Range of services from book/magazine positioning, research to overall graphics, copy writing/editing, photography/illustration, image retouching, typesetting, artwork (positioning of design elements such as typography, photographs, illustrations) in addition to 3D mock-ups of printed editorial pieces items that are in the form of a periodical, book or a piece of such. Editorial design can be used either to promote a company's products or services or to render a literary piece specializing in a particular subject or area. Editorial design also includes project management through all phases of the project in addition to film and printing supervision.

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RFP/Competition		Discovery/Research		Design Development		Implementation - Option 1		Implementation - Option 2		Realization	
<p>DEFINITION: Activities that lead up to the selection of a given firm for the selected services. Typically initiated via an RFP (Request for Proposal) or RFI (Request for Information) document.</p> <p>Typically no consideration is provided at this stage. However, it is possible consideration is provided for time spent preparing a presentation and disbursement such as travel.</p>		<p>DEFINITION: Following the firm being retained, initial review of detailed client requirements, plans and budgets. It may also include initial market analysis regarding the competitors, the company, the category, consumers and customers. Depending on the size of the project, can entail the use of consumer research.</p> <p>Contract A: Provision of services only</p>		<p>DEFINITION: Based on an approved strategic direction and positioning, the design firm is requested to initiate a design process which includes initial designs for the editorial piece.</p> <p>Contract A: Continuation</p>		<p>DEFINITION: Upon final concept approval, this phase consists of developing an electronic file which is delivered to (a) a third party print supplier who charges the client directly or (b) the client.</p> <p>Contract B</p>		<p>DEFINITION: Upon final concept approval, this phase consists of developing final artwork (positioning of design elements such as typography, photographs, illustrations) for use by the print supplier in the development of films and/or printing plates. In this option the final artwork is delivered to printer but the designer charges the client for the printing and delivery.</p> <p>Contract B</p>		<p>DEFINITION: Development of films and printing plates by an external supplier or printing department, either designated by the designer or the client. Design firm supervises the printing process</p> <p>Contract B : Continuation</p>	
Task 1.1	<p>PROCESS: Client meeting for a formal briefing</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Meeting</p>	Task 2.1	<p>PROCESS: Fact finding meeting with client</p> <p>DELIVERABLES: SERVICES: Meeting</p>	Task 3.1	<p>PROCESS: Develop (and discard) visual presentations as a medium to communicate (internally and to client) various options for concepts</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES</p>	Task 4.1	<p>PROCESS: Development of final copy, illustrations, photography and charts</p> <p>PRODUCED FOR OWN USE: Colour prints</p> <p>DELIVERABLES: SERVICES: Supplier supervision</p>	Task 5.1	<p>PROCESS: See tasks 4.1-4.5</p>	Task 6.1	<p>PROCESS: Film supervision or Colour proof approval</p> <p>DELIVERABLES: SERVICES: Meeting and colour proof</p>
Task 1.2	<p>PROCESS: Development of proposal</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Written document</p>	Task 2.2	<p>PROCESS: Competitive analysis and consumer market research</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.2	<p>PROCESS: Develop pagination, hierarchical copy direction and or photographic direction</p> <p>PRODUCED FOR OWN USE: BW/Colour prints or email for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	Task 4.2	<p>PROCESS: Full layout of document with final copy, text and ads</p> <p>PRODUCED FOR OWN USE: Colour prints</p> <p>DELIVERABLES: SERVICES</p>	Task 5.2	<p>PROCESS: Compile all materials and technical specifications into package to select third party printer (or in limited cases print in house)</p> <p>DELIVERABLES: SERVICES: Selection of print service provider</p>	Task 6.2	<p>PROCESS: Printing</p> <p>DELIVERABLES: TANGIBLE PROPERTY</p>
Task 1.3	<p>PROCESS: Presentation of credentials</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Presentation meeting</p>	Task 2.3	<p>PROCESS: Viability of project determined (cost analysis)</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.3	<p>PROCESS: Initial design exploration of editorial items based on approved design direction contained in written report</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES</p>	Task 4.3	<p>PROCESS: Final execution of design (for realization process)</p> <p>DELIVERABLES: INTANGIBLES/SERVICES: Final design on medium to be sent to printer (electronic or CD)</p>			Task 6.3	<p>PROCESS: Printing supervision</p> <p>DELIVERABLES: SERVICES</p>
		Task 2.4	<p>PROCESS: Strategic analysis/direction of findings</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.4	<p>PROCESS: Design refinement of selected editorial items</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES</p>	Task 4.4	<p>PROCESS: Termination of Contract B and New Contract B - It is possible that the client will reconsider and change the Contract B terms and return project to Phase 3</p>			Task 6.4	<p>PROCESS: Delivery coordination</p> <p>DELIVERABLES: SERVICES</p>
		Task 2.5	<p>PROCESS: Ideas for editorial content developed based on research</p> <p>DELIVERABLES: SERVICES: Written report/schedule</p>	Task 3.5	<p>PROCESS: Design adaptation consisting of further refinements and their application to editorial sections as necessary</p> <p>PRODUCED FOR OWN USE: Colour prints for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>						
		Task 2.6	<p>PROCESS: Written report based on strategic direction</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.6	<p>PROCESS: (Concept approval) Final design approval (this step may be repeated often through many various editorial articles/sections)</p> <p>PRODUCED FOR OWN USE: Final design presented on colour prints and ready for client legal approval and input</p> <p>DELIVERABLES: SERVICES</p>						
				Task 3.7	<p>PROCESS: Contract B: Negotiations - set parameters for real property deliverables and services</p>						
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DESIGN PROCESS CONTINUUM

INDUSTRY CATEGORY

IDENTITY / BRANDING

Range of services from company positioning, naming, research to overall graphics, photography/illustration, image retouching, and artwork (positioning of design elements such as typography, photographs, illustrations). Identity design also includes project management through all phases of the project in addition to film and printing supervision.

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<p>Task 1.1 PROCESS: Client meeting for a formal briefing DELIVERABLES: SERVICES FOR OWN USE: Meeting</p>	<p>Task 2.1 PROCESS: Fact finding meeting with client. DELIVERABLES: SERVICES: Meeting</p>	<p>Task 3.1 PROCESS: Name generation for the corporation PRODUCED FOR OWN USE: List of names, preliminary legal and domain search using on-line services DELIVERABLES: SERVICES</p>	<p>Task 4.1 PROCESS: Prepare IP (intellectual property) or written report, training DELIVERABLES: IP (intellectual property), written report, training</p>	<p>Task 5.1 PROCESS: See task 4.1</p>	<p>Task 6.1 PROCESS: See tasks 5.1-5.6</p>	<p>Task 7.1 Relates to Option 1 PROCESS: Deliver IP (intellectual property) DELIVERABLES: INTANGIBLES/SERVICES: IP (intellectual property), written report</p>
<p>Task 1.2 PROCESS: Development of proposal DELIVERABLES: SERVICES FOR OWN USE: Written document</p>	<p>Task 2.2 PROCESS: Competitive analysis DELIVERABLES: SERVICES: Written report</p>	<p>Task 3.2 PROCESS: Design exploration of various name and word mark options and/or logo options PRODUCED FOR OWN USE: Designs created for use to facilitate communication of concept DELIVERABLES: SERVICES</p>	<p>Task 4.2 Task: Termination of Contract B and New Contract B - It is possible that the client will reconsider and change the Contract B terms and return project to Phase 3</p>	<p>Task 5.2 PROCESS: Development of illustrations and photography PRODUCED FOR OWN USE: Visual presentations DELIVERABLES: Supplier supervision and/or colour prints</p>	<p>Task 6.2 PROCESS: Print tender and selection to contract with third party supplier DELIVERABLES: SERVICES: Selection of printing service provider</p>	<p>Task 7.2 Relates to Option 2 PROCESS: Deliver electronic file to this party service provider DELIVERABLES: SERVICES</p>
<p>Task 1.3 PROCESS: Presentation of credentials DELIVERABLES: SERVICES FOR OWN USE: Presentation meeting</p>	<p>Task 2.3 PROCESS: Consumer market research DELIVERABLE: SERVICES: Written report</p>	<p>Task 3.3 PROCESS: Design refinement of selected identities and names PRODUCED FOR OWN USE: Designs created for use to facilitate communication of concept DELIVERABLES: SERVICES</p>		<p>Task 5.3 PROCESS: Full layout of all items required PRODUCED FOR OWN USE: Visual presentations DELIVERABLES: SERVICES</p>		<p>Task 7.3 Relates to Option 3 PROCESS: Film supervision or colour proof approval DELIVERABLES: SERVICES: Meeting and colour proof</p>
	<p>Task 2.4 PROCESS: Strategic analysis/direction of findings DELIVERABLES: SERVICES: Written report</p>	<p>Task 3.4 PROCESS: Extend the wordmark and or logo options to collateral material and new media elements at an overall concept level PRODUCED FOR OWN USE: Colour prints for use to facilitate communication of concept DELIVERABLES: SERVICES</p>		<p>Task 5.4 Repeat above for as many items as required in contract</p>		<p>Task 7.4 Relates to Option 3 PROCESS: Printing DELIVERABLES: TANGIBLE PROPERTY</p>
		<p>Task 3.5 PROCESS: Design adaptation consisting of further refinements of the identity and its application to support marketing material PRODUCED FOR OWN USE: Colour prints for use to facilitate communication of concept DELIVERABLES: SERVICES</p>		<p>Task 5.5 PROCESS: Final artwork (positioning of design elements such as typography, photographs, illustrations) for realization process DELIVERABLES: SERVICES: INTANGIBLES: Final design on medium to be sent to printer (electronic or CD)</p>		<p>Task 7.5 Relates to Option 3 PROCESS: Printing supervision DELIVERABLES: SERVICES</p>
		<p>Task 3.6 PROCESS: (Concept approval) Final design approval based on the application of the selected identity to a range of support material PRODUCED FOR OWN USE: Final design presented on colour prints and ready for client legal approval and input DELIVERABLES: SERVICES</p>		<p>Task 5.6 PROCESS: Development of identity standards DELIVERABLES: SERVICES: Written report and training</p>		<p>PLEASE NOTE: These tasks are typical in the development of an identity. In some cases, not all tasks are needed or others may be required such as in case of branding, consultation on launching the brand or creating brand standards on-line. Some tasks may also be repeated at any moment in the process due to client changes.</p>
		<p>Task 3.7 PROCESS: Contract B: Negotiations - set parameters for real property deliverables and services</p>		<p>Task 5.7 Task: Termination of Contract B and New Contract B - It is possible that the client will reconsider and change the</p>		

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DESIGN PROCESS CONTINUUM

INDUSTRY CATEGORY

WEB / NEW MEDIA

Range of services to design and develop graphics for a web-page to promote a company. The bundle of services in a particular case may be limited or extensive and may include any (but not necessarily all) of research, market studies, graphic design, copy writing/editing, photography/illustration, image retouching, technical implementations of web-page, animation (e.g. Flash) positioning (to maximize traffic to the web-page). Web/New Media design also includes project management though all phases of the project. It is possible that the web/new media design will incorporate aspects of Identity Design.

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RFP/Competition		Discovery/Research		Design Development		Implementation - Option 1		Implementation - Option 2		Quality Assurance and Testing	
<p>DEFINITION: Activities that lead up to the selection of a given firm for the selected services. Typically initiated via an RFP (Request for Proposal) or RFI (Request for Information) document.</p> <p>Typically no consideration is provided at this stage. However, it is possible consideration is provided for time spent preparing a presentation and disbursement such as travel.</p>		<p>DEFINITION: Following the firm being retained, initial review of detailed client requirements, plans and budgets. This phase includes initial market analysis regarding the competitors, the company, the category, consumers and customers. Depending on the size of the project, it can entail the use of consumer research.</p> <p>Contract A: Provision of services only</p>		<p>DEFINITION: Based on an approved strategic direction and positioning, the design firm is requested to initiate a design process which would cover initial designs for the web/new media project.</p> <p>Contract A: Continuation</p>		<p>DEFINITION: Upon final concept approval, this phase consists of developing final artwork (positioning of design elements such as typography, photographs, illustrations) for use in the technical implementation. This option involves no technical implementation on the part of the graphic designer. Technical implementation, if any, is performed by a third party.</p> <p>Contract B</p>		<p>DEFINITION: Upon final concept approval, this phase involves the technical implementation of the web site including creation of individual web pages, animation, interactive rollovers and final graphics. The goal of this phase is to produce a finished, working prototype of the web site and prepare it for final testing and approval.</p> <p>Contract B</p>		<p>DEFINITION: Upon completion of the final prototype, the design firm undertakes quality assurance and testing activities. This includes cross-browser testing, link testing and in-depth proofreading. The goal of this phase is to ensure the site is fully functional and error-free prior to launch.</p> <p>Depending on the facts, the deliverable may or may not involve a computer program.</p> <p>Contract B: Continuation</p>	
Task 1.1	<p>PROCESS: Client meeting for a formal briefing</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Meeting</p>	Task 2.1	<p>PROCESS: Fact finding meeting with client</p> <p>DELIVERABLES: SERVICES: Meeting</p>	Task 3.1	<p>PROCESS: Develop (and discard many) visual presentations as a medium to communicate (internally and to client) various options for concepts</p> <p>PRODUCED FOR OWN USE: Visual presentation</p> <p>DELIVERABLES: SERVICES</p>	Task 4.1	<p>PROCESS: Development of final copy, illustrations, photography and charts</p> <p>DELIVERABLES: SERVICES: Stock search, and/or supplier supervision and could include computer presentation</p>	Task 5.1	<p>PROCESS: If required, develop web-page images, convert approved concept to web-ready format</p> <p>DELIVERABLES: SERVICES: Web-ready images (usually not a computer program)</p>	Task 6.1	<p>PROCESS: Delivery of graphics to third party service provider or client and provide project management services as required to ensure quality</p> <p>RELATES TO: Option 1</p> <p>DELIVERABLES: SERVICES: Oversight on an as-needed basis</p>
Task 1.2	<p>PROCESS: Development of proposal</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Written document</p>	Task 2.2	<p>PROCESS: Competitive analysis and consumer market research</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.2	<p>PROCESS: Develop site architecture and hierarchical copy direction</p> <p>PRODUCED FOR OWN USE: Computer presentation or BW/colour prints - Created for own use to facilitate communication of concept</p> <p>DELIVERABLES: SERVICES</p>	Task 4.2	<p>PROCESS: Full layout of all web-pages</p> <p>DELIVERABLES: SERVICES: Meeting at which a visual presentation is provided</p>	Task 5.2	<p>PROCESS: If required, provide web site structure, develop technical site structure to receive written and image content</p> <p>PRODUCED FOR OWN USE: Semi-functioning test site without content for approval of adaptation to web and button rollovers/interactivity (usually not a computer program)</p> <p>DELIVERABLES: SERVICES</p>	Task 6.2	<p>PROCESS: Proofread all content, check all links, test web site on all browsers, test all functionality to ensure website is functioning as designed</p> <p>RELATES TO: Option 2</p> <p>DELIVERABLES: SERVICES: Assurance of proper implementation and functionality</p>
Task 1.3	<p>PROCESS: Presentation of credentials</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Presentation meeting</p>	Task 2.3	<p>PROCESS: Strategic analysis/direction of findings</p> <p>DELIVERABLES: Written report</p>	Task 3.3	<p>PROCESS: Initial design exploration of web / new media project based on approved written report</p> <p>PRODUCED FOR OWN USE: Computer presentation and/or colour prints created for own use to facilitate communication of concept</p> <p>DELIVERABLES: SERVICES</p>	Task 4.3	<p>PROCESS: Final artwork (positioning of design elements such as typography, photographs, illustrations) for realization process</p> <p>DELIVERABLES: INTANGIBLES/SERVICES: Final design on medium to be sent to client/programmer (electronic or CD)</p>	Task 5.3	<p>PROCESS: Combine images and written content - includes the creation of any required animation, special graphics or audio effects</p> <p>PRODUCED FOR OWN USE: A fully functioning test site for client review prior to quality assurance and testing</p> <p>DELIVERABLES: SERVICES</p>	Task 6.3	<p>PROCESS: Electronically install the website on a server location as directed by client - once installed, launch the site so that it is live</p> <p>RELATES TO: Option 2</p> <p>DELIVERABLES: SERVICES: Electronic copy of fully functioning final web site</p>
		Task 2.4	<p>PROCESS: Audit of networking, technical infrastructure and requirements</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.4	<p>PROCESS: Design refinement of selected web/new media project</p> <p>PRODUCED FOR OWN USE: Computer presentation and/or colour prints created for own use to facilitate communication of concept</p> <p>DELIVERABLES: SERVICES</p>	Task 4.4	<p>Termination of Contract B - it is possible that the client will reconsider and change Contract B terms and conditions and return to project Phase 2 or 3.</p>	Task 5.4	<p>PROCESS: If required, provide fully functioning web-page, custom programming or integration of any required computer programs</p> <p>DELIVERABLES: SERVICES: Access to a fully functioning test site, including a computer program for client review prior to quality assurance and testing</p>		
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				Task 3.6	<p>PROCESS: Contract B: Negotiations - set parameters for real property deliverables and services</p>						<p>PLEASE NOTE: These tasks are typical in the development of a web site, intranet or multimedia presentation. In some cases, not all tasks are needed or others may be required such as the addition of focus groups to test design with consumers, or the addition of video, etc. Some tasks may also be repeated at any moment in the process due to client changes.</p>

DESIGN PROCESS CONTINUUM

INDUSTRY CATEGORY

PACKAGE DESIGN

Range of services from product positioning, naming, research to overall graphics, photography, image retouching, artwork (e.g. positioning of design elements such as typography, photographs, illustrations) in addition to 3D industrial design of the bottle and container shapes. Package design also includes project management through all phases of the project in addition to film and printing supervision. Common examples of package design are labels or containers for food products (e.g. design of label/graphics on Campbell's Soup can or design of box container and graphics for same), or packaging in a retail store (design of Revlon cosmetic labels, bottles, boxes, or Starbucks coffee cups, coffee packaging, store layout). The designer's intellectual property is the look/design of the container or label which is manufactured by a third party - it is unusual for the graphic designer or design firm to be the manufacturer of the end product.

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RFP/Competition		Discovery/Research		Design Development		Implementation		Realization	
<p>DEFINITION: Activities that lead up to the selection of a given firm for the selected services. Typically initiated via an RFP (Request for Proposal) or RFI (Request for Information) document.</p> <p>Typically no consideration is provided at this stage. However, it is possible consideration is provided for time spent preparing a presentation and disbursement such as travel.</p>		<p>DEFINITION: Following the firm being retained, initial review of detailed client requirements, plans and budgets. It may also include initial market analysis regarding the competitors, the company, the category, consumers and customers. Depending on the size of the project, can entail the use of consumer research.</p> <p>Contract A: Provision of services only</p>		<p>DEFINITION: Based on an approved strategic direction, the design firm is requested to initiate a design process to cover initial designs for the package graphics in addition to structural design of the box and physical container.</p> <p>Contract A: Continuation</p>		<p>DEFINITION: Upon final concept approval, this phase consists of developing final artwork (positioning of design elements such as typography, photographs, illustrations) for use in the development of films and printing plates by the box or label supplier. May also include the development of structural CAD (computer assisted design) drawings.</p> <p>Contract B</p>		<p>DEFINITION: Development of films and printing plates by an external supplier, either designated by the designer or the client. Design firm supervises the printing process or the development of prototype and final structural design.</p> <p>Contract B: Continuation</p>	
<p>Task 1.1</p>	<p>PROCESS: Client meeting for a formal briefing</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Meeting</p>	<p>Task 2.1</p>	<p>PROCESS: Fact finding meeting with client</p> <p>DELIVERABLES: SERVICES: Meeting</p>	<p>Task 3.1</p>	<p>PROCESS: Design exploration of various packaging graphic options - develop (and discard) many visual presentations as a medium to communicate (internally and to client) various options for concepts</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES</p>	<p>Task 4.1</p>	<p>PROCESS: Development final artwork (positioning of design elements such as typography, photographs, illustrations)</p> <p>DELIVERABLES: INTANGIBLES/SERVICES: Artwork (positioning of design elements such as typography, photographs, illustrations) on CD or FTP</p>	<p>Task 5.1</p>	<p>PROCESS: Delivery of graphics, drawings, modeling to third party service provider and project management services as required</p> <p>DELIVERABLES: SERVICES: Oversight on an as-needed basis</p>
<p>Task 1.2</p>	<p>PROCESS: Development of proposal</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Written document</p>	<p>Task 2.2</p>	<p>PROCESS: Competitive analysis</p> <p>DELIVERABLES: SERVICES: Written report</p>	<p>Task 3.2</p>	<p>PROCESS: Design refinement</p> <p>PRODUCED FOR OWN USE: Colour thermals created for own use to facilitate communication of concept</p> <p>DELIVERABLES: SERVICES</p>	<p>Task 4.3</p>	<p>PROCESS: Film supervision</p> <p>DELIVERABLES: SERVICES: Meeting</p>		
<p>Task 1.3</p>	<p>PROCESS: Presentation of credentials</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Presentation meeting</p>	<p>Task 2.3</p>	<p>PROCESS: Consumer market research</p> <p>DELIVERABLES: SERVICES: Written report from third party company</p>	<p>Task 3.3</p>	<p>PROCESS: Photography by third party service provider</p> <p>PRODUCED FOR OWN USE: Digital images</p> <p>DELIVERABLES: SERVICES</p>	<p>Task 4.4</p>	<p>PROCESS: CAD (computer assisted design) structural drawings</p> <p>DELIVERABLES: INTANGIBLES/SERVICES: Digital file</p>		
		<p>Task 2.4</p>	<p>PROCESS: Strategic analysis of findings</p> <p>DELIVERABLES: SERVICES: Written report</p>	<p>Task 3.4</p>	<p>PROCESS: Image enhancement of supplied photos</p> <p>PRODUCED FOR OWN USE: Digital final images plus colour thermals created for own use to facilitate communication</p> <p>DELIVERABLES: SERVICES</p>	<p>Task 4.5</p>	<p>PROCESS: Modeling</p> <p>DELIVERABLES: INTANGIBLES/SERVICES: 3D model</p>		
				<p>Task 3.5</p>	<p>PROCESS: Design adaptation to all panels and products</p> <p>PRODUCED FOR OWN USE: Final design presented on colour thermals and ready for client legal approval and input</p> <p>DELIVERABLES: SERVICES</p>				
				<p>Task 3.6</p>	<p>PROCESS: (Concept approval) Final design approval based on the application of the selected identity to a range of support material</p> <p>PRODUCED FOR OWN USE: Final design presented on colour prints and ready for client legal approval and input</p> <p>DELIVERABLES: SERVICES</p>				
				<p>Task 3.7</p>	<p>PROCESS: Contract B: Negotiations - set parameters for real property deliverables and services</p>				

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DESIGN PROCESS CONTINUUM

INDUSTRY CATEGORY

ADVERTISING

Range of services from company positioning, development of campaign themes, to development of advertising material for both print and electronic media. It can include print ads, billboards, posters, TV commercials, etc. The services may include placement of the advertisement in the media where the development of the advertisement and the placement are billed together by the graphic designer, or the graphic designer and third party media provider each bill separately. Advertising Design also includes project management through all phases of the project. Note: It is unusual for the graphic designer or design firm to be the supplier of the advertising medium.

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RFP/Competition		Discovery/Research		Design Development		Implementation		Realization	
<p>DEFINITION: Activities that lead up to the selection of a given firm for the selected services. Typically initiated via an RFP (Request for Proposal) or RFI (Request for Information) document.</p> <p>Typically no consideration is provided at this stage. However, it is possible consideration is provided for time spent preparing a presentation and disbursement such as travel.</p>		<p>DEFINITION: Following the firm being retained, initial review of detailed client requirements, plans and budgets. It may also include initial market analysis regarding the competitors, the company, the category, consumers and customers. Depending on the size of the project, can entail the use of consumer research.</p> <p>Contract A: Provision of services only</p>		<p>DEFINITION: Based on an approved strategic direction, the design firm is requested to initiate a design process which would cover the development of a media campaign, advertising creative and marketing support material used in print, broadcast and event marketing.</p> <p>Contract A: Continuation</p>		<p>DEFINITION: Upon final concept approval, this phase consists of developing final artwork (positioning of design elements such as typography, photographs, illustrations) for use in the development of films and printing plates by the print supplier. May also include the development of new media tools such as web site, intranet and PowerPoint.</p> <p>Contract B</p>		<p>DEFINITION: Development of films and printing plates by an external supplier designated either by the designer or the client. Design firm supervises the printing process.</p> <p>Contract B: Continuation</p>	
Task 1.1	PROCESS: Client meeting for a formal briefing DELIVERABLES: SERVICES FOR OWN USE: Meeting	Task 2.1	PROCESS: Fact finding meeting with client DELIVERABLES: SERVICES: Meeting	Task 3.1	PROCESS: Campaign theme development DELIVERABLES: SERVICES: Written report	Task 4.1	PROCESS: Development of final copy, illustrations, photography, write content DELIVERABLES: Visual presentations	Task 5.1	PROCESS: Delivery of graphics to third party service provider and provision of oversight supervision if required DELIVERABLES: SERVICES: Oversight on an as-needed basis
Task 1.2	PROCESS: Development of proposal DELIVERABLES: SERVICES FOR OWN USE: Written document	Task 2.2	PROCESS: Competitive analysis DELIVERABLES: SERVICES: Written report	Task 3.2	PROCESS: Campaign development graphics based on the various themes applied to a print ad - develop (and discard) many visual presentations as a medium to communicate (internally and to client) various options for concepts PRODUCED FOR OWN USE: Visual presentations DELIVERABLES: SERVICES	Task 4.2	PROCESS: Full layout of the entire project DELIVERABLES: SERVICES: Meeting at which a visual presentation is provided		
Task 1.3	PROCESS: Presentation of credentials DELIVERABLES: SERVICES FOR OWN USE: Presentation meeting	Task 2.3	PROCESS: Consumer market research DELIVERABLES: SERVICES: Written report from third party company	Task 3.3	PROCESS: Design refinement of selected campaign for application to newspaper, print, electronic media and event programs PRODUCED FOR OWN USE: Visual presentations DELIVERABLES: SERVICES	Task 4.3	PROCESS: Final artwork (positioning of design elements such as typography, photographs, illustrations) for realization process DELIVERABLES: SERVICES: INTANGIBLES: Final design on medium to be sent to media supplier (electronic or CD)		
		Task 2.4	PROCESS: Strategic analysis of findings DELIVERABLES: SERVICES: Written report	Task 3.4	PROCESS: Design adaptation to all campaign material for client input and legal approval PRODUCED FOR OWN USE: Visual presentations DELIVERABLES: SERVICES	Task 4.4	PROCESS: If advertisement is to be provided for TV medium, film supervision DELIVERABLES: SERVICES: INTANGIBLES: Electronic transfer of artwork (positioning of design elements such as typography, photographs, illustrations) to media supplier		
				Task 3.5	PROCESS: If advertisement is to be provided for TV medium, photo shoot supervision and TV commercial review DELIVERABLES: SERVICES				
				Task 3.6	PROCESS: (Concept approval) Final design approval based on the application of the selected design criteria PRODUCED FOR OWN USE: Final design presented on colour prints and ready for client legal approval and input DELIVERABLES: SERVICES				
				Task 3.7	PROCESS: Contract B: Negotiations - set parameters for real property deliverables and services				
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DESIGN PROCESS CONTINUUM

INDUSTRY CATEGORY

CORPORATE COMMUNICATION/PROMOTIONAL MATERIALS

The end products most likely are annual reports, brochures, flyers, newsletters, media kits, announcements, invitations, direct mail, event promotions, entertainment programs, posters and other written communications that are produced for clients who will give or provide the communication to their clients/customers. Services range from service/product positioning, research to overall graphics, copy writing/editing, photography/illustration, image retouching, typesetting, artwork (positioning of design elements such as typography, photographs, illustrations) in addition to 3D mock-ups of printed corporate communication items that promote the company, a service or product. Corporate Communication/Promotional Materials design also includes project management through all phases of the project in addition to film and printing supervision.

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RFP/Competition		Discovery/Research		Design Development		Implementation - Option 1		Implementation - Option 2		Realization	
<p>DEFINITION: Activities that lead up to the selection of a given firm for the selected services. Typically initiated via an RFP (Request for Proposal) or RFI (Request for Information) document.</p> <p>Typically no consideration is provided at this stage. However, it is possible consideration is provided for time spent preparing a presentation and disbursement such as travel.</p>		<p>DEFINITION: Following the firm being retained, initial review of detailed client requirements, plans and budgets. It may also include initial market analysis regarding the competitors, the company, the category, consumers and clients/customers. Depending on the size of the project, can entail the use of consumer research.</p> <p>Contract A: Provision of services only</p>		<p>DEFINITION: Based on an approved strategic direction and positioning, the design firm is requested to initiate a design process to cover initial designs for the corporate communication pieces.</p> <p>Contract A: Continuation</p>		<p>DEFINITION: Upon final concept approval, this phase consists of developing an electronic file which is delivered to (a) a third party print supplier who charges the client directly or (b) the client.</p> <p>Contract B</p>		<p>DEFINITION: Upon final concept approval, this phase consists of developing final artwork (positioning of design elements such as typography, photographs, illustrations) for use in the development of films and/or printing plates by the print supplier. In this option the final artwork (positioning of design elements such as typography, photographs, illustrations) is delivered to printer but the designer charges the client for the printing and delivery.</p> <p>Contract B</p>		<p>DEFINITION: Development of films and printing plates by an external supplier, either designated by the designer or the client. Design firm supervises the printing process.</p> <p>Contract B: Continuation</p>	
Task 1.1	<p>PROCESS: Client meeting for a formal briefing</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Meeting</p>	Task 2.1	<p>PROCESS: Fact finding meeting with client</p> <p>DELIVERABLES: SERVICES: Meeting</p>	Task 3.1	<p>PROCESS: Develop (and discard) many visual presentations as a medium to communicate (internally and to client) various options for concepts</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES</p>	Task 4.1	<p>PROCESS: Development of final copy, illustrations, photography and charts</p> <p>DELIVERABLES: SERVICES: Supplier supervision and/or colour prints</p>	Task 5.1	<p>PROCESS: See tasks 4.1-4.5</p>	Task 6.1 (relates to Option 1)	<p>PROCESS: Delivery of graphics to third party service provider and project management services as required</p> <p>DELIVERABLES: SERVICES: Electronic transfer of artwork (positioning of design elements such as typography, photographs, illustrations) and oversight on an as-needed basis</p>
Task 1.2	<p>PROCESS: Development of proposal</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Written document</p>	Task 2.2	<p>PROCESS: Competitive analysis</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.2	<p>PROCESS: Develop pagination, and hierarchical copy direction</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES</p>	Task 4.2	<p>PROCESS: Full layout of all documents, entire project</p> <p>DELIVERABLES: SERVICES: Meeting at which visual presentation is provided (may be repeated for revisions)</p>	Task 5.2	<p>PROCESS: Print tender and selection</p> <p>DELIVERABLES: SERVICES: Selection of print service provider</p>	Task 6.2 (relates to Option 2)	<p>PROCESS: Film supervision or colour proof approval</p> <p>DELIVERABLES: SERVICES: Meeting and colour proof</p>
Task 1.3	<p>PROCESS: Presentation of credentials</p> <p>DELIVERABLES: SERVICES FOR OWN USE: Presentation meeting</p>	Task 2.3	<p>PROCESS: Consumer market research</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.3	<p>PROCESS: Design refinement of selected communication item(s)</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES</p>	Task 4.3	<p>PROCESS: Final artwork (positioning of design elements such as typography, photographs, illustrations) for realization process</p> <p>DELIVERABLES: SERVICES: INTANGIBLES: Electronic transfer of artwork (positioning of design elements such as typography, photographs, illustrations)</p>			Task 6.3 (relates to Option 2)	<p>PROCESS: Printing</p> <p>DELIVERABLES: TANGIBLE PROPERTY</p>
<p>CAVEAT: The Association of Registered Graphic Designers of Ontario has prepared this chart for ease of communication with the Ministry of Finance. The Association of Registered Graphic Designers of Ontario does not guarantee that each of the processes and deliverables will be performed by every graphic designer in Ontario, and individual companies may perform processes and provide deliverables that are different from those set out in the chart. While the chart sets out a typical scenario, the business activities of each graphic designer should be determined on a case-by-case basis.</p>		Task 2.4	<p>PROCESS: Strategic analysis/direction of findings</p> <p>DELIVERABLES: SERVICES: Written report</p>	Task 3.4	<p>PROCESS: Design adaptation consisting of further refinements and their application to support promotional material</p> <p>PRODUCED FOR OWN USE: Visual presentations</p> <p>DELIVERABLES: SERVICES</p>	Task 4.4	<p>Repeat above for as many items required in contract</p>			Task 6.4 (relates to Option 2)	<p>PROCESS: Printing supervision</p> <p>DELIVERABLES: SERVICES: Quality control</p>
		Task 3.5	<p>PROCESS: (Concept Approval) Final design approval based on the application of the selected design direction</p> <p>PRODUCED FOR OWN USE: Final design presented on colour prints and ready for client legal approval and input</p> <p>DELIVERABLES: SERVICES</p>	Task 4.5	<p>PROCESS: PowerPoint development</p> <p>PRODUCED FOR OWN USE: DELIVERABLES: Visual presentation/digital file</p>						
		Task 3.6	<p>PROCESS: Contract B: Negotiations - set parameters for real property deliverables and services</p>	Task 4.6	<p>Task: Termination of Contract B and New Contract B - It is possible that the client will reconsider and change the Contract B terms and continues and return project to Phase 3.</p>						