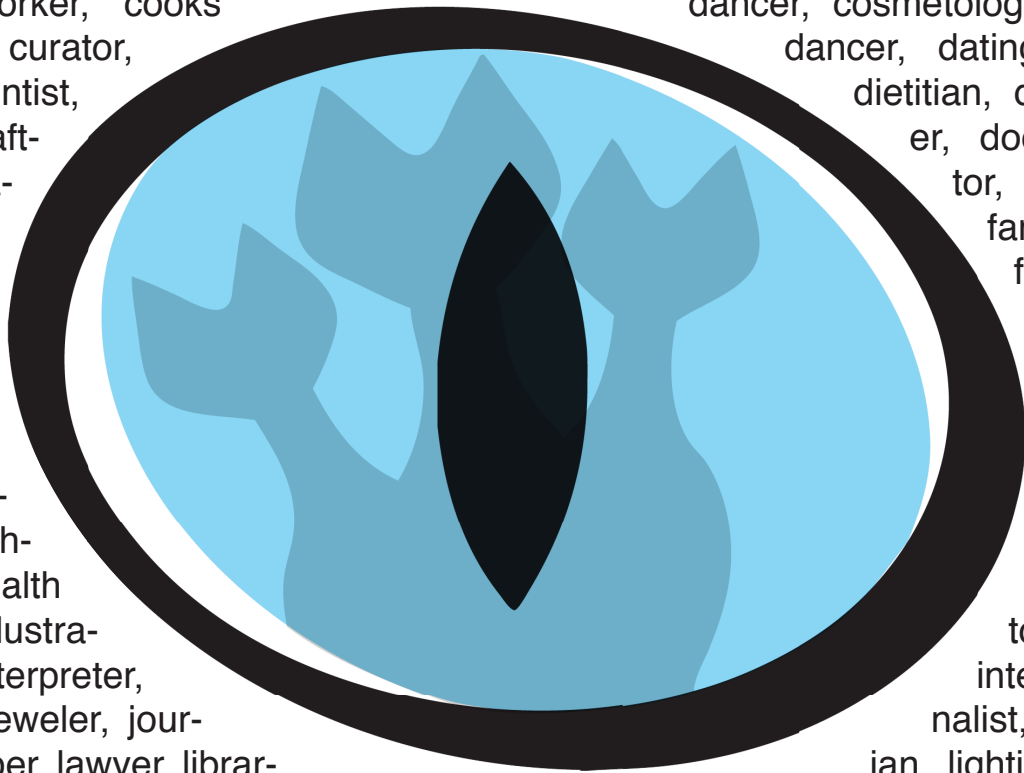


accountant, activist, actor, actuaries, animal shelter, announcers, architect, artist, archivist, assistant, astronomer, athlete, auditor, author, automotive mechanic, banker, barber, bartender, beauty operator, bookbinder, bookkeeping, broker, bus driver, buyer, cabaret performer, carpenter, cartographer, cashier, chamber of commerce, chef, chemist, childcare worker, chiropractor, choreographer, clergy, coach, computer technician, construction worker, cooks  
 or, courier, curator,  
 daughter, dentist,  
 jockey, draft-  
 mist, educa-  
 engineer,  
 designer,  
 filmmaker,  
 analyst,  
 planner,  
 forestor, fu-  
 rector, geo-  
 glazier, graph-  
 home health  
 designer, illustra-  
 agent, interpreter,  
 vestigator, jeweler, jour-  
 ter, landscaper, lawyer, librar-  
 lobbyist, magician, mathematicians,  
 tician, museum technician, mother, musician, nurse, nutritionist, occupational therapist,  
 ophamologist, optician, optometrist, painter, paralegal, pharmacist, photographer, phy-  
 sician, physicist, pilot, plumber, podiatrist, police officer, politician, postal worker, priest,  
 printer, producer, promotions manager, property manager, psychiatrist, psychologist, rab-  
 bis, receptionist, real estate agent, roofer, scientist, set designer, seamstress, singer, small  
 business owner, social worker, statistician, systems analyst, stylist, teacher, therapist, train-  
 ers, veterinarian, volunteer, waitress, writer, zookeeper....[web + graphic design for you.](#)



# web + graphic design workbook



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# content

1. what is what
2. getting started
3. developing your brand
4. designing your collateral
5. planning your web site
6. companion tools

# getting started

who are you?

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone #: (\_\_\_\_)\_\_\_\_ \_\_\_\_\_ Email: \_\_\_\_\_

Do you currently have a website? If so what is the web site URL: \_\_\_\_\_

\_\_\_\_\_

What is your main line of business?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What inspires your business?

\_\_\_\_\_

\_\_\_\_\_

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# getting started (cont.)

What are your services or products?

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Who is your audience?

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Who is your competition? What do they do well?

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# developing your brand

Your brand is the most important design element that you will create. A brand includes a name, logo, slogan, and/or design scheme associated with your product or service.

“A brand is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it.”

## Developing Your Logo

Do you already have a logo? If you have this workbook in hard copy, please adhere your logo here:

If you would like us to develop a logo, now is the time to do some research. Start putting together a list of logos you love. You can either attach them here or create a list of companies. Please also provide some thoughts on what you like about each logo.

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# developing your brand (cont.)

Now look at the logo's you found. Is there a common look or theme?

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## Completing the Brand

Do you currently have a color palette? If so, what are the colors? (If you can get even more specific, what are the RGB numbers?)

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If you don't have a color palette, pick two or three colors that you want to identify your brand. (Need examples?...think Target red.)

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# designing your collateral

## Stationary and Business Cards

Would you like stationary? Yes \_\_\_\_\_ No \_\_\_\_\_

Would you like envelopes? Yes \_\_\_\_\_ No \_\_\_\_\_

Would you like business cards? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what information would you like on them:

Stationary?

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Envelope?

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Business Cards?

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# designing your collateral (cont.)

## Posters and Postcards

Would you like a poster design? Yes \_\_\_\_\_ No \_\_\_\_\_

Would you like a postcard? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what information would you like on them:

Poster?

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Postcard?

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# designing your collateral (cont.)

## Packaging

Would you like us to design a package? (i.e. CD or DVD) Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what type of product?

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What information would you like included on the packaging?

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# planning your web site

## The Design Process

Before you start planning your web design project, it's important to understand the design process.

### Step One:

Complete This Workbook - This workbook is designed not just to educate you about the design process, but to help you fully prepare for the process of designing your site. It will also help insure that your vision and expectations are being clearly and comprehensively communicated with your TCM designer.

### Step Two:

Schedule a Meeting with Three Cat Media - After completing this workbook, schedule a meeting (either in person or via the phone) with Three Cat Media. We will create a detailed estimate for your project based on the information provided by you throughout this workbook.

### Step Three:

Preliminary Mock-Ups - Two weeks from receiving the signed estimate and deposit, Three Cat Media will deliver three preliminary mock-ups (which include logo/brand and web site layout).

### Step Four:

Once we have received your feedback (meaning once we have settled on a look for your site), we can start the implementation of your site. At this point, we will ask that you send us all of the content for each page of the site.

### Step Five:

We will upload a draft of your site. We ask that you look through each page very carefully. Once you have fully scrutinized the full site, you will then send us an email with the changes. We will make all these revisions and upload another draft. (This step continues until you are pleased with the web-site).

### Step Six:

All revisions have been made! It's time to upload your new site! And time to make your final payment to Three Cat Media for services.

# planning your web site

## Domain Registration and Web Hosting

Do you have a domain already? If yes, please include the domain name, as well as the user name and password for your site.

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If you don't already have a domain name, now is the time to start thinking about possible addresses. Use this section to brainstorm.

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Once you have decided upon a name it's time to register your site! You can choose to use Three Cat Media's hosting company: <http://threecathosting.com> (or you can, of course, choose to use another company)!! Please write down your company of choice, your new web address, as well as your new username and password.

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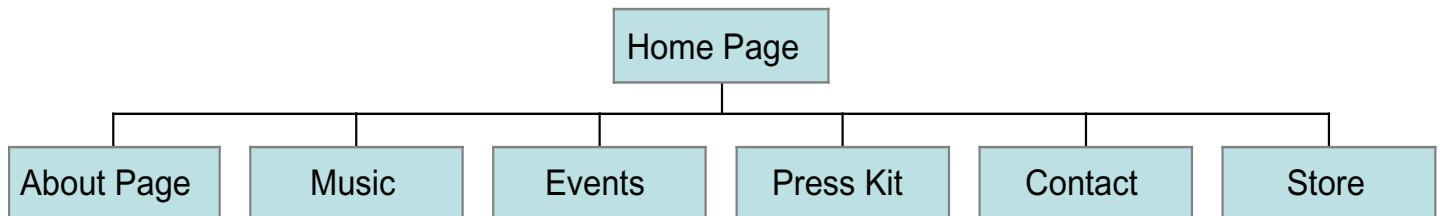
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# planning your web site (cont.)

## Site Map

It's now time to think about the site. It's time to create your site map. Your site map will establish the structure and usability of your web site. Here is a sample site map for a musician.



Use this space to map out your site:

# planning your web site (cont.)

## Site Design

Now that you know how you want to navigate through your web site It's time to think about what you want your site to look like. You can start by browsing the web and picking five of your favorite web sites:

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What do you like about these sites:

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What other inspirations do you have for your website? (A folder, a piece of fabric, a postcard, etc.)

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# planning your web site (cont.)

## Other Requirements

Do you currently have e-commerce on your site? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, what merchant tool do you use?

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If not, will you be requiring e-commerce? Yes \_\_\_\_\_ No \_\_\_\_\_

What products will you be selling?

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Would you like to include media clips on your site? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, please list the clips here:

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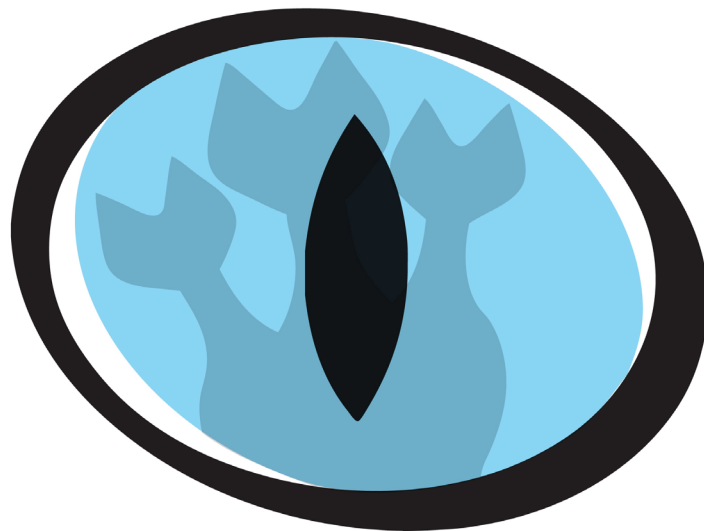
Anything we haven't addressed:

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***three cat media***

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