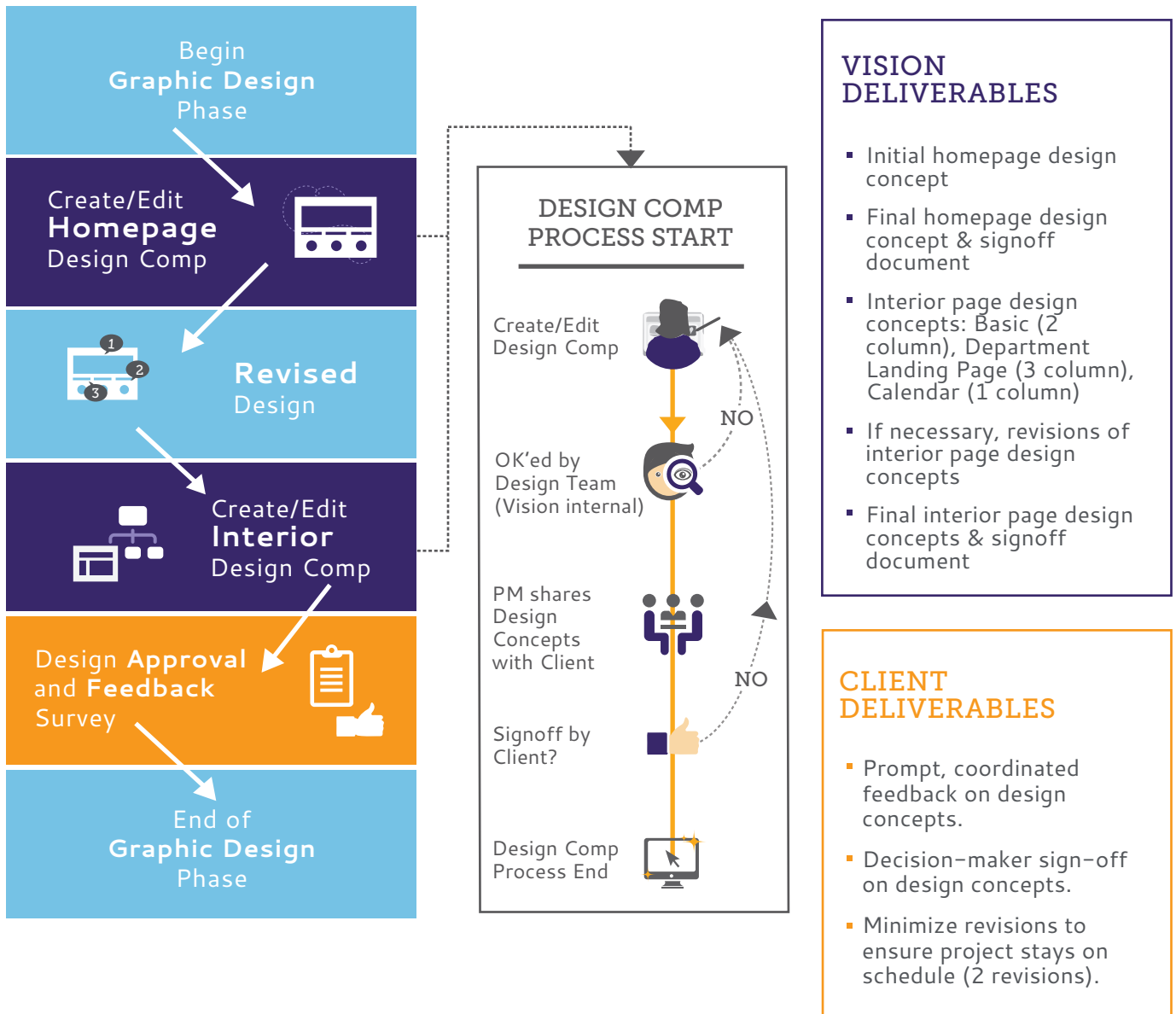


Graphic Design Phase

GOAL

The goal of the Graphic Design phase is to create a design that properly fits the profile of your organization. The deliverables of this phase include an approved homepage design and interior page designs.



KEYS FOR SUCCESS

- Be aware of deadlines and provide feedback for revisions to your PM in a timely manner to avoid bottlenecks.
- Identify key stakeholders and keep the decision makers group as small as possible to minimize the duration of the graphic design phase, and overall keeping the project timeline on track.
- Before signing off on the designs, make sure there are no additional changes because these will not be made until the Soft Launch Phase and may incur additional charges as per a contract Addendum.