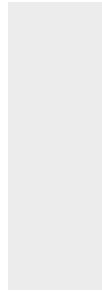




Ruth J. Smucker
Artist & Designer



Visual Arts & Design

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The Process

BEGINNING/CONTINUING THE DESIGN PROCESS:

1. Detailed questions regarding the project are asked and answered.
2. A proposal with a quote is drawn up.
3. A process to complete the work is agreed upon.
4. Payment for work to be done in the following 5 business days is made.
5. The creative process, as outlined below, begins or continues.
6. Ruth completes the work purchased within 5 business days of receiving payment.
(This requires the timely feedback of the client and the sufficient furnishing of content needed.)
7. Step 4-6 are repeated until the project is finished.

GENERAL CREATIVE PROCESS:

1. Research is done to create an effective design based on details given by the client.
2. Approximately eight or more sketches are drawn based on all information gathered.
3. These options are shared with the client, and the client offers feedback.
4. A particular design is chosen, or elements from several designs are pulled together.

5. The design is taken and fleshed out using design software.
6. It is then shared with the client, and once again the client offers feedback.
7. The design is then finalized.
8. If the design is for print it will be provided to the client or to the printer.
9. If the design is for an existing website, it will be provided to the client, or posted.
10. If the design is for a new website the following must happen before posting:
 - Registration of a domain name.
 - Setting up of hosting.
 - Installation of appropriate software to run the website.
 - Installation of modules to handle text, photo galleries, etc.

Once this is accomplished, the design can be posted, and content added.