

Milton Media

web and print design



How to get the most out of our collaboration:



EFFICIENCY AND QUALITY



Things you need to ask yourself. And some things we need to ask you.

If you're reading this then you have already engaged upon the creative process. You may be thinking of launching a website, refurbishing an existing site or you may require some form of print design. Whatever you require, Milton Media Design can help you.

But in order for us to best help you, we need to help each other. Creativity is a two way street and together we can capture the vision that best suits your company, or your next project. So to save us both time later we have prepared this brief guide to prepare you for the exciting and rewarding process of seeing our ideas come to life.

....WE LIKE TO SEE GOOD DESIGN. WE BELIEVE THAT GOOD DESIGN IS USABLE, ACCESSIBLE DESIGN, WHETHER ON THE WEB OR IN PRINT.

Before entering into the design process, let's have a look at some of the questions you should ask yourself, and us:

•**Who will my contact at Milton Media be? Will they answer my emails? How will I contact them most efficiently?** Your contact at Milton Media will be the member of the team that is assigned to you from the beginning of the project and that person will answer all your emails within 24hours - guaranteed. If you're having a pressing problem, or you have an idea you need to communicate, the team can be contacted by various instant messenger services. Details are on the website on the "contact" page and the left of this sheet. We like to communicate, it helps us work efficiently and to complete the commission to the clients satisfaction.

•**How will people find our new site? Will it be visible on search engines?**

We submit your completed site to the major search engines upon completion and we make sure the relevant tags are present on your site to ensure good hit ratios. We always appreciate your input as to which key words, you feel, best reflect your project or business. Some design firms talk about submitting your page to 20,000



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search engines! We can do that if you like? Or we can work extra hard to make sure you get a good google ranking :)

•**What do I get for my money? Will I own the copywrite to my designs? What will I receive at the completion of the project?** We consider that, having completed design work at your request, YOU own the rights to such work. We assign all copywrite control to the client. We also supply all graphic work in original (high-resolution) format for your future use. On completion of a print work, we supply high-resolution, press ready, pdf files by email along with printed materials if required. When we have completed a website we would upload the files AND supply a copy of the site on cd.



•**What will the ongoing website costs be, for updating and support?** Many design firms try to keep you tied to them exclusively by charging monthly fees for site updates or “maintenance”. We’re different. We understand that you may not need to have your site updated particularly frequently. So we just make a (reasonable) charge for making changes when YOU require them. These are currently as little as €15 for a minor change (paragraphs taken in or out, images changed) or €30 for a major change (layouts changed, pages added). Please note that we can ADD pages to your site for just €30 per page.



WE TEST OUR SITES ON EVERY BROWSER AND ON PC & MAC PLATFORMS

•**To whom are domain names registered?** They are registered to you! And we can register your domain for you at COST price, or advise you how to do it yourself!

•**What are the hosting arrangements for websites?** You may well already have a web host that you are happy with. But if you require advise about acquiring a new host we can offer free help. We can also take care of the entire process for you for a very reasonable fee. We have several options available from extremely low cost hosting on our own servers to full hosting solutions. With our full solutions we can also provide monthly site hit reports, including data showing how long visitors spent on your site, where they came from, what country they were in and more!

•**How is the site tested?** We test our completed sites thoroughly on multiple browsers and on the pc and mac platforms. Not everyone uses Internet Explorer on a pc! Firefox is gaining in popularity, Opera is widely used. Even Netscape is still about (urgh!)

•**Will it be delivered on time?** We’re sorry to tell you this, but experience has showed that when a web or print work gets delayed it’s usually the clients fault! Mostly delays are caused while we wait for a client to supply finished text or images for a site. For print work, delays are caused when the client fails to supply high-resolution images (at 300dpi or more). Remember to take your digital stills camera on your next shoot! Take some pictures at *least* 1024x768, the higher the better.



REMEMBER TO TAKE A DIGITAL STILLS CAMERA ON YOUR NEXT SHOOT!

•**What if I change my mind about the contents during design?** (See “delays” above ha ha) Seriously we *expect* you to change your mind! That’s why it’s so easy to contact us. We’ll build in changes as we go through the planning stages of your print or web design and contact you regularly for approval. We only move onto the final stage when you have approved the design. We just beg that you don’t change your mind after that please!

We need to know some things too. We like to be efficient and we like to deliver a quality product on schedule. You can help us to help you.

•**Who is our contact? Are we dealing with one person or several. How do we contact you most efficiently?** We need to be able to send you preliminary designs for approval. The quicker you respond, the quicker we can complete your commission.

•**What do you expect from the design? What is the demographic? What kind of image would you like to communicate?** We have a “creative brief” form, in “Word” format. It would be of help to us both if you could take the time to fill it out. This guides our design team with input from yourself, the person who best knows your business or the intricacies of your next project.

•**Do you have pre-existing logo work (in original file format?), existing colour schemes, fonts or other design elements you want to stick with?** You may already have a logo you’re happy with and your clients, customers or viewers identify with. We can work sympathetically with existing logos, colour schemes and font choices. Perhaps you just want your logo “spruced up”. Plenty of large corporations do this to stay “fresh” and we won’t charge a million pounds either!



PLEASE MAKE SURE YOU HAVE ANY IMAGES OR TEXT PREPARED, OR WE CAN HELP YOU WITH IT

•**Do you have the images you need for your project?** Lo-res images are fine for web work, but professional print work requires large images (at 300dpi) as we mentioned above, you need to remember to take a digital stills camera on your next shoot to take as high resolution images as possible. You can then email them to use for inclusion in your print work or web site. We can however use lower resolution images for website work.



ARE YOUR LOGO IMAGES LOOKING PAST THEIR SELL-BY DATE? REJUVENATE THEM!

•**Do you have the content text ready? Would you like us to help with the content or perhaps translate it?** Again, the number one reason for delays with websites and printwork. You can send us the text in any format. For business cards double-check that your contact information is correct and up to date.

•**Do you have a web host already? Would you like us to host the site or do you require access to the site structure yourself?** We can host a site for you and provide monthly details of hit statistics and more, but we won’t tie you to a deal unnecessarily. If you would prefer to set up your own hosting we’ll happily advice you for free. We like to be friendly, not misleading. We would like you to trust us, so we can work together profitably, efficiently and produce quality professional work. On time.