

I. Design

A. Design Presentation

1. Option
2. Option
3. Option

B. Revise Designs (1 round)

1. Extension or combination of Options 1, 2 and 3.

C. Design Freeze

1. Final visual direction based upon revisions.

Design is About Aesthetics

It attempts to address all issues regarding colors, fonts and user interface elements. It is general in scope and the purpose is to direct the visual representation of the company in one clear direction. *Details do not matter here, but the overall visual preference does.*

One round of revisions is usually included as a measure to achieve this end - but not more than that. *A combination of the designs - or a new direction altogether may be required.*

II. Foundation

A. Templates based on Design

1. Homepage
2. Second Level
3. Third Level or Misc

B. Cross Browser Testing

1. PC & Mac
2. Firefox, IE7, Safari

C. Mechanics

1. Search optimization
2. Analytics
3. Web Standards
4. Accessibility

This is Under the Hood

Here we take the Photoshop mockups and convert them into actual HTML code. This is the hardest, and longest part of the process. It requires that the visual direction agreed upon in Phase I is faithfully executed via a variety of templates, all tested in a variety of browsers and made compliant with prevailing standards and best practices. This lays the foundation for Phase III. Construction.

III. Construction

A. Build All Pages

B. Use Templates

C. Final Content

1. All provided by Client

This is Above Ground

You get it. The architect designs it, the foreman lays it out, and the builder constructs it. The boilerplates are put to good use and the whole thing begins to take actual form. No more place holder content, we're talking real meat. All final content should be supplied at this point. Any serious changes to the design, or the templates will be taken in stride. Somethings can be accommodated at this point - **but not everything.**

IV. Launch

A. File Transfer

B. Files Delivered

1. CD
2. Internet, FTP, etc.

C. Post - Mortem

1. Style Guide
2. Maintenance

This is The End

After everything has been produced by templates already tested, this should really be the best part. Usually includes fine tuning for the server hosting the site.

Any instruction to be provided if necessary for maintaining the site or updating it. Everything used to create the site is supplied to the client, and any domain name issues are resolved so that the site can finally go **live.**