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How We Work Together

We know that working with an organization such as ours for the first time often prompts a few questions.

Sometimes more than a few concerns, too. How successful will we be in interpreting your needs? How can we do it most **effectively**? How can we do it most **efficiently**? How much will it **cost**?

Our Charges

Like all service organizations our invoices are based on the time and effort we invest in a project. We normally ask for a deposit, depending on the job's complexity. Project costs range greatly, depending on the scope of the project and what it entails. Also depending on our clients' needs and budgets. We always provide a detailed proposal and estimate for approval before starting. We adhere to our estimates unless project specifications change.

Laying The Foundation

The first thing we do after being assigned a project is schedule information-gathering meetings between our creative team and your key staff. We are interested not only in scheduling, budget and job specifications, but also in your preferences, target audience, and objectives. A "get to know you" meeting, if you will. This process is crucially important. The more information we have up front, the better for everyone. It will help you sharpen your focus and objectives, and it will help us ensure that what we produce is not only creatively excellent, but strategically targeted.

Developing The Right Ideas

Despite popular misconceptions, good creative work doesn't always come in a flash of inspiration; often it comes from lots of trial and error. This is why we also need to take the time to consider several approaches (concepts), work them through, try them out. Then revise them. In addition, there are usually some practical and functional ends we need to tie up before submitting our ideas — printing estimates, scheduling requirements, etc. All this, plus the need to schedule our workflow in a businesslike fashion. Of course, if you have a rush project we adjust our workflow and timing accordingly.

It is our experience that it is best if we first present our concepts to your project manager. This ensures that we all stay focused on the problem and are not distracted by too many personal opinions. Our rough concepts consist of several basic designs to present to you. They will convey what we believe is the best approach to take, taking into consideration your budget, schedule, objectives, and preferences. On the other hand, they are not so well-developed if we need a course correction or re-direction.

After presenting, we'll ask for comments. The more objective and specific you can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a finished one. Revision normally takes us about a week, and we schedule a second presentation shortly thereafter.

From the input at this second presentation meeting further minor refinements are made as necessary. We also finalize the production timetable, and the scheduling of additional services such as photography, illustration, computer image work (retouching, refinement).

Ensuring Your Satisfaction

We recommend the finished proof be routed to the appropriate decision makers for fact and detail checking only, reserving stylistic and subjective decisions to your project manager. To avoid costly confusion, it is also important that all communication with us come from one contact point person.

During the course of the project we keep your project manager informed of our progress. Activities that will affect the schedule or budget are identified in writing. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively; to make sure that we'll produce even better results than you hired us for.