



PROJECT GUIDELINES

DESIGN – CREATE – INSPIRE

INTRODUCTION

This document is intended to help you, the Client to understand the standard process of developing an effective website. We have outlined your specific requirements, as well as information on our deadlines, late submission procedure, scheduling, supply of content, image formats, etc.

Please take the time to read through this document and use it as a guide to what you need to do, what you need to supply us and what we do in return.

If you have any questions on any of the steps included, please feel free to call or email us and we will be more than happy to answer your questions.



PROJECT GUIDELINES

WHAT'S INCLUDED (AND MORE IMPORTANT – WHAT'S NOT)

At I-Pixel: Creative Simplicity we believe that every design has it's own characteristics, challenges & **solutions**; that's why we dedicate the time, care & **enthusiasm** that is needed to provide the most **inspired** solution, no matter what the budget or timescale.

Your business or product is very important to you, and when you want to display it online, you need to ensure that the company you choose to partner with shares the same level of passion and dedication to your brand as you do!

At I-Pixel, we believe that the first step in any project is gaining an understanding of what your business, product or brand values are, and only then can we work on it effectively.

Our web solutions begin with your website. We don't believe that a 'one size fits all' approach is what most people are looking for. In fact, we believe that developing your website should be a two-way street. One in which you are involved in every aspect of.

Your business, and ultimately your customer deserves a streamlined, easy to use solution to interacting with you or your company online.

Our range of online solutions includes: **simple brochure website, content managed websites, e-commerce websites** and **mobile websites**. This brochure provides an overview of our key products & services.

If for any reason you don't find exactly what you require contained within, we are more than happy to discuss your specific requirements and invite you to contact us on **+44 (0)1873 85 55 85** or email us on **sales@ipixel-design.co.uk**.

STEP 1

PAYMENT & SCHEDULING

To secure one of the current openings in our calendar we require a **50% deposit**. Scheduling priority is given by payment date. Unfortunately, it's not possible for us to hold or reserve a spot without having received your payment.

PAYMENT OPTIONS

Simply request an invoice for your initial deposit and we will supply either a printed invoice or email you a digital copy. You can make payment through online BACS transfer, cheque or cash.

CONFIRMING OUR START DATE

Once your payment is completed we will provide confirmation of your start date. After scheduling is confirmed, follow the remaining steps on this page to submit the materials we need to begin development. This can be done at any point prior to our start date.





QUICK & EASY UPDATES

Need to sell digital downloads or products but don't need a full blown e-commerce website? We can add that functionality for you.

Need online booking facilities for your accommodation business? No problem, we can add that in for you and a whole lot more.

Be proud of your website, give your potential customers all the facilities they need to make paying for your product or service easy, painless and quick and in turn increase your online sales.

Only 16% of UK businesses are proud of their website - 2012 report by BaseKit.

Need to know more? Simply get in touch with us and we'll be more than happy to discuss your specific requirements today.

Join the 16% and have a website that you are proud to share and not something you apologise about to potential clients.

Remember, your website is your 24 / 7 / 365 online window to your business - show it off, don't hide it!

STEP 2

DESIGN & APPROVAL

Making you look good online is vitally important! A **visually appealing** and easy to use website is key to converting visitors into customers.

SUPPLY DESIGN IDEAS (CLIENT)

The first stage of the design process involves the supply of either a comprehensive design brief and all ancillary material (promotional literature, company branding guidelines, style guides, etc.) or examples of the style you are looking to create. This can be in the form of a written brief or links to websites that you like / dislike, along with a brief outline of the likes / dislikes to allow us to provide mock-ups that are in-keeping with your preferred style.

SUPPLY NAVIGATION STRUCTURE (CLIENT)

You, the Client need to provide a flow chart / navigational structure outline that will form the basis of the website layout. This can be provided in either a graphical format or text.

OUTLINE ANY SPECIFIC & IMPORTANT FEATURES REQUIRED (CLIENT)

If you have specific requirements for the website or page(s) included, please





provide as much information as possible on these features so they can be implemented during the initial development phases.

e.g. questionnaire, special contact forms, booking systems, online calendars.
etc.

STEP 3

SUPPLYING CONTENT

IMAGES

Please email photos to us directly at sales@ipixel-design.co.uk or use a cloud storage service like [Dropbox.com](https://www.dropbox.com), [Box.com](https://www.box.com) or [Picasa](https://www.picasa.com) (share invites can be sent to sales@ipixel-design.co.uk). You can also use a file transfer service such as [WeTransfer.com](https://www.wetransfer.com). If using a cloud storage solution, please label the share folder with your domain name so we can identify it quickly.

Photos are required before we can start development. If they won't be ready in time, please contact us as soon as possible as we will need to push back your start date.

IMPORTANT NOTE ABOUT PHOTO DELAYS:

One of our greatest scheduling challenges is that we often end up double or triple booked because of having to push back start dates when photos or materials aren't ready. We understand that this is often not the client's fault (ie: his / her photos are late from the photographer, which is beyond his / her control), but please understand that if we need to push back your original start date, some stages of development will take longer because of having to start the project on a week that currently isn't reserved for another client.





PHOTO SPECIFICATIONS

DESIGN PHOTO SIZES

If this is a custom design, please make sure photos to be used as part of the design are **AT LEAST 1500** pixels on the longest side. If this is a template website, check the 'Requirements' section of your template for the minimum sizes we'll need. Please be sure to send larger than the minimum if cropping is required.

GALLERY PHOTO SIZES

There is no minimum size requirement for photos that will be uploaded to your gallery. However, to prevent slow page loads, make sure the file size of your gallery photos do not exceed **300-500kb** before uploading and use a recommended size of **800 x 600** pixels.

FILENAMES

If you already know which photo you want used on each page, it's very helpful (but not required) if you can change the file names so they correspond to the page they go on. (For example: bio.jpg, rates.jpg, contact.jpg, etc...).

Alternatively, create a simple folder structure that copies your site structure.

PHOTO EDITING

We are happy to undertake minor adjustments to your images (cropping or

blurring). We are also happy to assist with minor touch-ups (fixing blemishes, smoothing skin), but we do ask that you keep the number of photos below 12 and have a professional photographer perform more advanced editing (ie: changing backgrounds, extensive cloning or changing the colour of your skin/clothing).

TEXT CONTENT

If your text won't be ready by your start date, **PLEASE** work on it during the first & second stages of development.

Your CMS website editor allows you to manage your own content, but it usually works out better if we do the initial insertion and formatting for you.

CONTENT DEADLINES

Finalised text **MUST** be received before completion of the first draft
If your content isn't ready by the time we are finished with all other work on your website, your project will lose priority in the development schedule to whoever was on our calendar after you. If this happens, we will still help with the initial insertion of text when it's ready, but our availability and turnaround times won't be as fast as they would have been had materials arrived to us on time.

CONTENT DELIVERY

Please email content directly to sales@ipixel-design.co.uk . Text can be pasted directly into the email body or you can use file attachments if that's easier for





you. If you prefer using [Google Drive](#), share invites can be sent to the same email address, labelling the document with your domain name so we can identify it quickly.

COPYWRITING & SEO

If you are in need of someone to write your content or optimise your website for search engines, we will be happy to recommend a local professional that will be able to assist in the process. Separate fee's will be applicable and the above content deadlines will still apply.

COPYRIGHT INFRINGEMENT

Please **DO NOT USE OR SEND** content that was illegally copied from another website. If we receive a copyright complaint about one of our clients illegally using content from another website (and I can confirm this is true), we will be left with no choice but to disable that website until the issue is resolved satisfactorily.

STEP 4

IMPORTANT PROJECT CONSIDERATIONS & POLICY REMINDERS

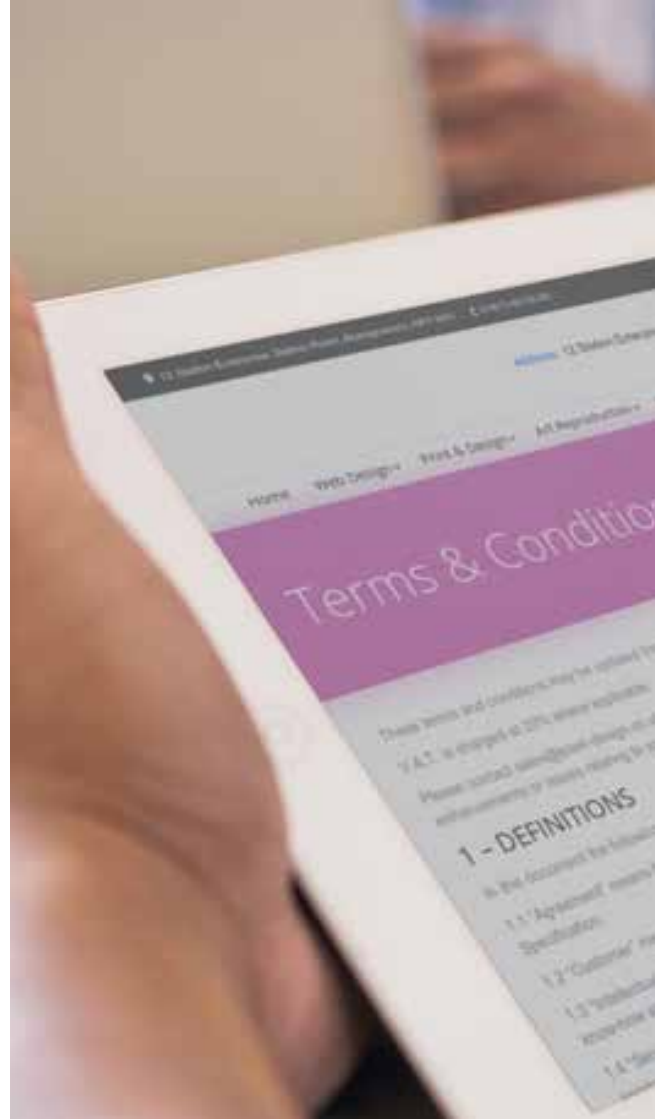
IMPORTANT: PLEASE BE SURE TO READ THROUGH EVERYTHING BELOW

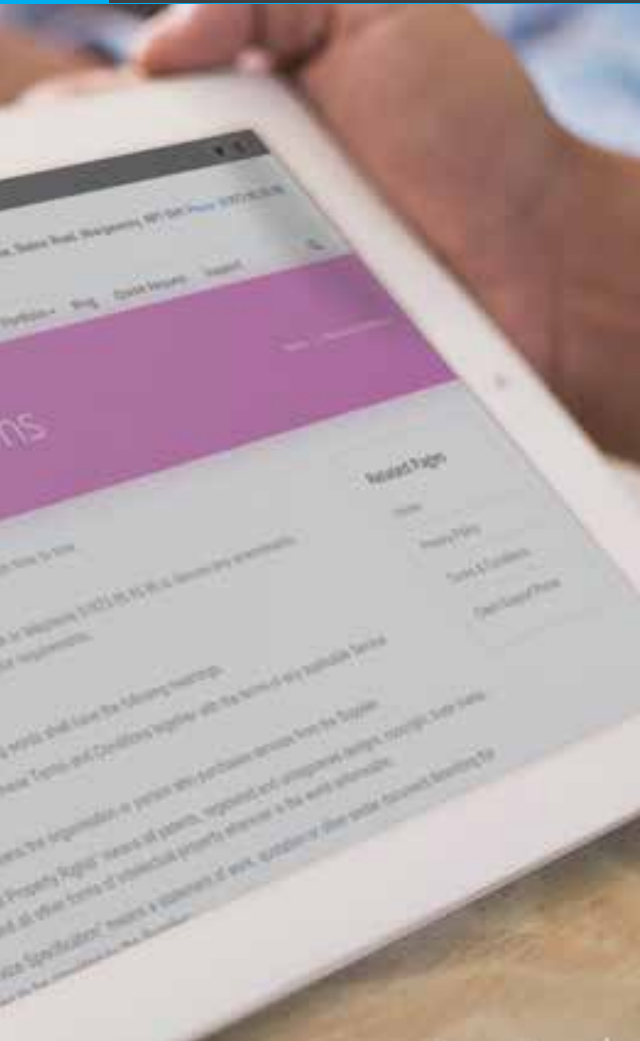
These are important details about project scope and expectations during the development process that all clients need to be aware of. Many of these are covered in our Terms & Conditions or briefly in other areas above; by reiterating them here it will help to ensure there are no misunderstandings while we are working together. If you have concerns or questions about any of the information outlined below, please feel free to contact us and we'll be happy to clarify any points required.

DEADLINES, DELAYS & DEVELOPMENT TIMELINES

If we have to adjust your start date because materials aren't ready in time, please understand your project will lose development priority to the person scheduled after you. This means our responses and turnaround times will be slower than they would have been during your allocated project period, as we will have to work around a scheduling block reserved for someone else.

This also applies if you are out of communication for more than one week after





we send the initial design draft. We understand that things come up and get in the way, and we are very flexible about needing to adjust our start date or pause development when required. However, we are unable to reschedule other clients projects in order to be immediately available to you again when you are ready to resume development. We will still endeavour to complete your project within a reasonable timeframe, however this will rely on your feedback. However, this won't happen as quickly as it would have, had we stayed on schedule.

MATERIALS & 3RD PARTY CONTRACTORS

It is the client's responsibility to have materials delivered to us on, or before, our scheduled start date. If the required materials have not arrived by the day we are supposed to begin, we will assume that you are not ready to start the project and will move onto other clients work.

Furthermore, if working with a photographer, copywriter or SEO consultant, it is your responsibility to handle all delivery arrangements and / or status updates with them. Please don't ask us to contact them on your behalf or undertake the retrieval of your materials.

CLIENT COLLABORATION

We are more than happy if you have hired a consultant to help with the planning of your new website, but you are the person we expect to be collaborating with on all of the projects details. We do not work for, or through, 3rd parties on a client's site. If you want someone else to be involved in the development process, it will be your responsibility to relay information to them.

OLD WEBSITE CONTENT

If content is to be transferred from an old or existing website, please take the time to go through and copy the text you want used on the new site and send it to us in an email or an attached document. It is your responsibility to go through old website pages to retrieve your text as we may view the content differently to how you intended it to be transferred.

TEXT REVISIONS

Once we have completed the initial insertion of your text, clients are expected to use their website content management software to make any necessary revisions (if required).





STEP 5

PAYMENT & SCHEDULING

DEVELOPMENT DAYS / TIMES

We reserve [Tuesday to Thursdays](#) for development of client websites and this is carried out between the hours of [9:30am - 4:00pm](#).

[Monday's & Fridays](#) are reserved to work on existing clients updates & alterations.

LAUNCHING WEBSITES

We generally avoid launching new websites on [Fridays](#) as this can cause delays in rectifying errors or omissions that may occur soon after launch.

