

ART INTERACTIONS

THE ARTISTIC SIDE OF THE TECHNICAL WORLD



ART INTERACTIONS LLC

- WEB AND GRAPHIC DESIGN -

INFORMATION PACKET

VERSION 1 - REVISION #2

This document states the basic purpose as well as method of operation used by Art Interactions LLC Web and Graphic Design division. It's contents are as listed below.

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1: Methodology

WHO? OR WHAT... IS AI?

AI is an ever growing group of highly skilled designers, programmers, electrical/radio engineers, marketers and promoters, machinists, and even jewel smiths. Each masters in their own craft. This allows us to offer a wide variety of services all from right here. AI is based in Westminster Colorado, formed by web and multimedia designer Randy Stone, and has since aligned with several talented individuals to collaborate on some very interesting projects. We now have a series of contractors ready and able to get the job done in ways you only imagined no matter how far outside of the box your request may be. Our primary service base is of course website and graphic design, but we can do virtually anything that you set your mind to.

Using a simple, logical, yet somewhat out of the box approach to most common challenges, we have consistently delivered notable projects which have often generated an overly excited almost childlike response from even the most sophisticated clientele time and time again.

MAXIMUM CREATIVITY IN GRAPHICS AND MULTIMEDIA DESIGN

There are thousands of talented graphic artists and designers on the planet, but much less actually reflect the natural artistic ability of that of the traditional artists that we have all revered for centuries. Art Interactions' designers strive to produce highly creative works of art that can draw users in to display a message that will connect with any viewer. Design trends often decide a company's image, but AI is out to find a unique and timeless design solution for any graphic and/or multimedia presentation. AI designers are highly skilled in traditional arts, creative thinking, and possess the ability to logically break down and fully understand the challenge ahead to determine the best way to deliver a successful and unique finished product.

THE HIGHEST STANDARDS IN WEBSITE DESIGN AND DEVELOPMENT

Art Interactions' extreme level of quality control in graphic and multimedia design is continued on the technical side through the concept of using a clean and simplified approach to the web and it's various technologies. This along with advanced user friendly techniques in construction and website development is just the beginning.

Each website designed by Art Interactions is guaranteed to meet all W3C website design standards in HTML, XHTML, and CSS. Each website is also designed and coded with best known Search Engine Optimization (SEO) practices in mind to ensure that every website designed by AI is capable of reaching it's full potential.

ANYTHING ELSE YOU NEED??? GO AHEAD AND ASK...

Have a custom project in mind that you feel needs advanced technologies outside of basic graphic design and website development? Well, go ahead and contact us anyway. With a tight knit group of professional contractors, we can definitely go above and beyond a simple website design. Basically, we can help plan, build, design, and promote your entire enterprise from scratch with a level of skill and integrity that will guarantee the final product to exceed all hopes and expectations through and through.

AI BACKGROUND / HISTORY

AI founder Randy Stone has been an artist since childhood. After receiving Webmaster Certification from Walden Institute, Randy went on to attend Murray State University in western KY, and later enrolled in The Art Institute's Online Graphics and Multimedia Program. Shortly after, he was hired as lead designer by CAD Website Design, a very successful KY based firm who boasts a top 3 spot on most major search engines for "website design", and other favorable keywords.

During this time at CAD, Randy was a part of several major design and development projects including teacherspayteachers.com which featured Randy's original design and layout. The site was later promoted on MSNBC's "On The Money," on national radio stations, as well as appeared in The Washington post, and other nationally distributed newspapers. The website continued it's growth in popularity until finally selling to the Scholastic Book Company.

Randy also worked first hand on other high caliber design and development projects such a division of Coldwell Banker, Stockholm Deutsche international investment firm, and even custom graphics for NFL pro Kyle Turley of the St Louis Rams.

The company was becoming a huge success when Randy relocated to Colorado to pursue side projects while still being employed full time working off site for CAD until the owners made the decision to retire in later 2007. Shortly after in Jan of 2008, ART INTERACTIONS LLC was formed. One of the first and most dedicated clients to AI was The Outdoor Channel's television series "Beyond The Hunt." Since then, the company has continued a steady path of successful projects, innovative designs, and always challenging to stay outside of the box while keeping within the boundaries of each client.

AI now consists of Randy, and several highly skilled design and development contractors to aid in the company's progress. With the addition of sales and support staff, AI workers and affiliates anticipate new levels of progress and career oriented success on all fronts in mid-late 2009.

2: General Service List

Current services provided include, but not limited to:

Website Design

Website Design is a new addition in the field of art. Although, it's generally seen as a technical process even though the entire website experience consists of visual elements interacting with one another via the internet. Adding artistic skill to the technical standard is what makes AI just a little different than most website providers.

Website Design Services Include:

- Static Websites
- Dynamic Websites
- Ecommerce Websites
- Flash Websites
- Custom CMS Solutions + CMS Setup/Skinning
- Website Maintenance
- and more...

Graphic Design

Most people never stop to realize that graphic design is something that pushed our entire modern culture. No matter where you are in the civilized world, graphics are all around you. One of the only true ways to stand out among the rest of the design filled atmosphere is to ensure superior visual appeal and creativity added to a solid message and/or product. Understanding how the target viewer reads what they see and why they do so in such a way is a priority for AI designers, and helps guarantee any design to succeed in it's purpose. Not to mention deliver a staggering first impression based on looks alone.

Graphic Design Services Include:

- Logo Design
- Branding/Identity
- Digital Art/Illustrations
- Photo Editing
- 3D Imagery
- ALL Print Materials
- Magazines
- Brochures
- Stationary
- Business Cards
- Posters
- Billboards
- Box and Packaging
- CD/DVD Label
- Cover
- and Booklet
- Designs for Clothing
- and more...

Flash

Flash is one of the most exciting web technologies available today. It can produce everything from simple vector graphics all the way to advanced 3D worlds viewable right from your web browser or even an external CD/DVD player. Flash also has tons of dynamic programming capabilities such as full shopping cart implementation, dynamic content produced on the fly, and even online video game production. We love Flash, and everything it has brought to design and development. If you are looking for creative ways to enhance your website or multimedia presentation, Flash is definitely capable of virtually anything you can imagine, and we can make it happen for you.

Flash Based Services Include:

- Flash Intro's
- Flash Based Websites
- Banners
- Multimedia Advertisements
- Over the page Ads
- Multimedia Applications
- Flash Cartoons
- Flash Games
- 3D Applications
- Dynamic Web Based Applications
- and more...

Development

We do not intend to sell the programming and scripting side of web technologies short. Without programming and development, there would be no web based functionality, no interactivity, no website design, and actually no web altogether. However, programming is such a broad area, you never know what to expect from developers, but AI select group of developers have proven time and time again that they can code anything within the realm of possibility with the same level of skill and flawlessness as our designers. this includes everything from custom web applications to even external hardware programming that is clean, efficient, and always bug free.

Development Services Include:

- PHP/MySQL Development
- ASP.NET
- Javascript / AJAX
- Actionscript
- XML
- Custom Web Applications
- and more...

Miscellaneous

Occasionally clients need much more than the general services offered by a website design company. We want to remind you that there may not be a need to hire multiple companies and contractor to provide all of the general services that you may need. AI's group of contractors is capable of much more than basic design and development projects. With hundreds of years experience in web and other modern skills and technologies, we can get the job done even on the most out of the box projects.

Miscellaneous Services Include:

- 3D Modeling/Graphics/Animation

- Video Editing/Production
- SEO (Search Engine Optimization)
- Marketing and Promotion
- Photography
- Photo Editing/Manipulation
- Traditional Arts
- and more...

This is only a basic list of our most common services provided. For information about custom projects or other potential services offered, simply contact us via our website located at: www.artinteractions.com.

3: Rates / Pricing

We currently require a (2) hour minimum for all standard design and development services offered by AI. Rates are as listed below.

- 1 Website and Graphic Design: \$75.00 per billable hour**
- 2 Flash Based Design: \$100.00 per billable hour**
- 3 Custom Web Programming: \$100.00 per billable hour**
- 4 Advanced Custom Projects (NON web/design): \$125.00 per billable hour**

BASIC SERVICE AVERAGES

Below is a list of basic service prices averaged together to give you a better idea of what your project may cost. These are not exact figures as each project may vary greatly in detail and features. We have done our best to average each area to be as close as possible given the most general services requested by AI's clientele.

Areas with larger gaps in low to high pricing are simply due to differences in detail and features included. Your project may be less or more depending on your specific project.

Website Design:	Specs	Billable Hours	Avg. Cost
Basic Information Website:	7-10 pages	18-22+	1 \$1350.00- \$1650.00+
Ecommerce Website	unlimited pages	35-100+	2 \$2625.00 - \$7500.00+
Content Management Website	unlimited pages	35-100+	3 \$2625.00 - \$7500.00+

Flash Based Website	7-10 pages	30-80+	4 \$2250.00 - \$6000.00+
Flash Based Ecommerce Website	unlimited pages	80-200+	5 \$6000.00 - \$15000.00+
Social Networking/Community Website	unlimited pages	225-400+	6 \$16875.00 - \$30000.00+
Graphic Design:	Specs	Billable Hours	Avg. Cost
Logo Design	Text and symbol	4-10+	1 \$300.00 - \$750.00+
Identity Package	Logo/Company Branding	15-30+	2 \$1125.00 - \$2250.00+
Business Card Design	Single Card Design	3-10+	3 \$225.00 - \$750.00+
CD + Case Design	CD/Front/Back/Booklet	15-40+	4 \$1125.00 - \$3000.00+

For exact pricing and time estimates, contact us via our website located at: www.artinteractions.com.

4: Design Process

STEP #1: Get Your FREE Quote Request

The first step is to get your free quote request. You can do this by phone at: 270 875 7115, or via our [online quote request form](#).

We will review your quote request, and send you a custom project quote and proposal with details on your project. This packet will include pricing information, task list, and time estimates. If you are pleased with the proposals, and would like to continue with AI as your website design solution, then you can simply fax the design contract included in your proposal and we can get started immediately on your project.

STEP #2: Research/Planning

Before we actually begin work on the design end of things, we generally spend several hours researching your company, products, competitors and more as well as staying in close contact with you the client to get a broad understanding of what is needed for the project at hand. This may require several hours of consulting to reach an agreement on the best possible design or development solution, but this is a very important part of a winning project.

STEP #3: Concept Development

Once we feel we have a solid project plan in place, we will begin work on the first design concept which generally averages a delivery time of 48-72 hours or less after the initial start. Once you see the first design samples, we can continue as is if everything is to your satisfaction. We will also include up to 4 hours of free concept revisions based on client needs, or we can scrap the concept and start over from scratch if the first sample is too far off base. However, this has never happened with any AI client.

STEP #4: Website Design and Project Development

After the initial samples have been approved by the client, we begin work on building the working website, print material, multimedia presentation, or whatever the project may be. During this stage, you the client will provide all text and information needed for us to include once everything is in place. Depending on the project type, this phase can be fairly quick for basic print materials or static websites. Ecommerce, and content management system based website generally take a little longer as there is much more setup, configuration, and editing that goes into these type of projects.

For website design and development, you will be given a link to your development site on our web server that will allow you to watch the progress of your website as it happens.

STEP #5: Testing/Debugging

The final stage in the website design and development process is to vigorously test the site on our development server before making the project live for the public. This includes link testing, proofreading,

testing for functionality bugs, and more. This is generally a quick process as we make it a point to work out all of the bugs as we go, and trust that the text copy has been proofread for spelling and grammar mistakes as such text errors stand out greatly to your audience. However, we will run spell check on all text sections given by the client. If any errors on our end are found, they will be always corrected before proceeding.

STEP #6: Client Training

Once we have finished each step of the design and development process, any necessary training will be provided to the client free of charge. This is always included in Ecommerce and content management based websites as needed.

STEP #7: Project Approval and Launch

The only step left once you have approved and signed off on the completion of the entire project is to launch the new website for public view or deliver the final source files for print, media, etc. Finally, that is it! Your new project is now ready for the world to see!

5: F.A.Q.

1 How much does a website cost?

Website cost can vary greatly depending on specific services needed, type of website, features, and much much more. We do NOT offer website packages with a limited number of pages and/or graphics as that only cheapens the overall finished product and moves away from a complete custom solution that is right for you.

Check out our rates and pricing section for the latest service rates, and averaged cost and time estimates for various service types offered by AI.

2 How long does it take to design a website?

This also varies greatly. Most basic websites take about 2-4 weeks. Customized shopping cart, and content management based websites take about 3 or 4-6 weeks as they require much more configuration and design/development work. We try not to overload the schedule at any time so we can keep with these estimates as well as keep client projects flowing.

For rush jobs, an exclusive priority fee may apply for larger projects.

3 How do I set up my own website address/URL?

You will have to secure your own website address and hosting account prior to or during the website development period. This will require external fees which are paid to the host rather than Art Interactions. If you do not know where to do this, we strongly recommend Doteasy Website Hosting. See [external fees](#) listed below for more information.

4 Can I update my website myself?

Yes. There are several options for updating your website. If you wish to manage your own website after it's initial launch, we recommend a CMS/Content Management System which allows you to update your entire site from one secure and easy to use back end admin area. We will also train you on how the CMS works as well as best practices in using the CMS.

Ecommerce websites have a built in CMS and back end management area that allows you to update and manage products, orders, website customers, custom content pages and more. Again, we will train you on proper management techniques and best practices.

For static and flash based websites, we offer maintenance and update packages as there is no CMS included in these types of websites. Unfortunately we can not train in website coding and Flash which is required for updating a website that does not include any kind of CMS solution.

5 Will my website look the same in every browser?

Yes. We test each website in the latest versions of Mozilla Firefox, Internet Explorer, Safari, Opera, and the new Google Chrome web browsers before releasing for public view. We also code each website based on current W3C web standards so each site is guaranteed to appear uniform throughout each browser. For more information on website coding standards, visit www.w3c.org.

6 Are there any external costs?

For each website, you will need to secure your own domain name/website address as well as hosting. The hosting and domain name fees are not paid to Art Interactions, but to whatever hosting provider you choose. If you do not have a preferred host or do not know where to find one, we strongly recommend Doteasy Web Hosting for all of our clients. We have been a Doteasy customer for several years, and have always been given the best web hosting service anyone could ask for.

Outside of hosting fees, customers with ecommerce websites are required to purchase an SSL/Secure Socket Layer certificate for encrypting customer credit card and other fragile user data being sent through your website over the internet. Ecommerce website also require an online merchant account for payment processing. This may be something like Authorize.net, Paypal, etc. Again these merchant fees are not paid to Art Interactions, but to an external provider of these services.

If there are any other external fees required for your website, we will do our best to inform you in advance so you can choose if you want to go that route or not. However, it is very rare that you need anything beyond the external fees listed above.

7 How do I know what website features I need?

If you are not sure on the website features that you need, we will help you figure this out during the consulting and project planning stages. We will go through various websites, and take into consideration what visual features as well as functionality related features you like from other websites to determine the best plan of action for your own website. Certain features may entail extra costs so your budget is taken into consideration when deciding on adding extra features as well.

Additional features may include: shopping cart wish lists, online polls, message boards/chat, flash animations, slide shows, media players, and much more.

8 How do I make a payment?

Our preferred method of payment is via Paypal. Currently this, and check by mail are the only forms of payment that we are accepting. We can issue invoices through Paypal sent to your email address, or PDF

and printed invoices for customers that would rather mail a check.

However making payments through Paypal is much quicker, and easier for everybody. Paypal accepts Visa, Mastercard, American Express, Discover, and even your bank debit/credit card all with or without your own Paypal account.