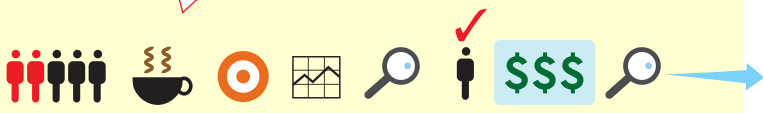


HOW OUR SECRET WORKS

Well the cat's out of the bag. We're telling you our little secret. How our defined process works for you and what steps we take to produce the fantastic pieces for our clients. Shhhh. Please keep this to yourself. Don't worry this won't self destruct in 10 seconds.

PHASE 1: the Needs Assessment

Our process starts with a "formal" meeting with you and the powers that be, during which a detailed understanding of the parameters and scope of the project is established. During this phase, your audience, limitations, project team(s), look and feel preferences, budget and timeline are clearly defined in a "creative brief" and signed off by you. At this time, a schedule is drawn up along with a series of benchmarks to ensure your project is created in a timely matter.



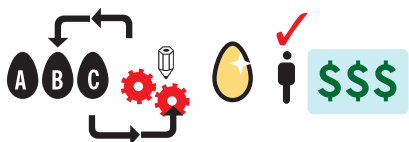
PHASE 2: the Design Concept

This is where the fun begins. Brainstorming! We'll start the design development which entails further industry research, navigational and printing considerations, and unique design. We'll start creating an extensive array of concept sketches (better known as thumbnails). Rough content development (copy) will be introduced and graphical assets (photography, video) may be acquired for incorporation into design.



PHASE 2: the Design Concept

A few formal concepts are presented to you, at which point, a design is chosen and refinement feedback is taken. The chosen design is then subject to two additional refinement discussions culminating with your approval of the final design.



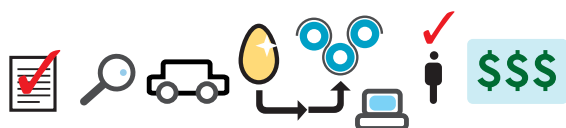
PHASE 3: the Art Production

This is where the final production begins and the chosen concept begins to take shape. We start laying out the concept electronically making sure all the graphics and colors are correct. Photographs and illustrations are placed into the layouts. Copy is finalized and approved by you. Final changes and revisions are completed. Files are prepared for press/Web. We'll all then sit down, breathe, relax and enjoy a nice cup of joe.



PHASE 4: the Printing & Delivery

It's time to go to press. After all the approvals, changes and revisions are checked, rechecked, and checked again, your files are released to press or the Web. Press checks, color management, and follow-ups are preformed. For the Web, we test the Web site and try to break it. When everything is finished and meets our standards, the final product is delivered to you on time and on budget.



PHASE 5: the Project Review

Just because the project is finished, it doesn't mean our job is done. It's now time for a little follow-up — a little TLC. We'll evaluate the process and the results to see the effectiveness of the project. How did we do? Is the piece working? What could we have done better? Does anything need to change? Then after everything is said and done, we start all over again.

