

Web Design and Development Process

Conceptual Design

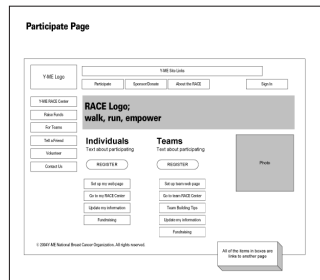
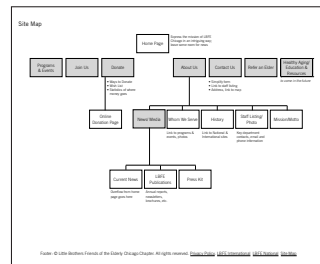
For clients without existing brand standards, we present a series of potential colors, typefaces, photographic and illustrative styles. Reactions to these will set the tone of the site.



conceptual design materials

Information Architecture

Work through ideas of how to best present known content requirements in an interface. Can take many forms depending on scope of site and project.



site map and page schematic examples

Interface design

Creating options for a home page and second-level page of the site, using results of conceptual design or other client input to guide the interface design.



interface design options

Final Page Designs

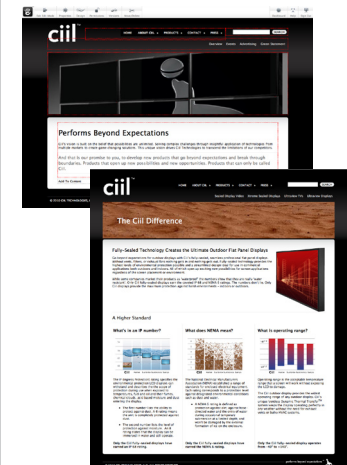
Using the final content and functionality requirements, each of the different types of content pages is designed. Small changes are made with client feedback.



final page designs; home and secondary pages

HTML Templates

Implement each different type of page in HTML format. Set up content management system. Incorporate javascript, animations and other technologies when necessary. Test on multiple operating systems and browsers.



development and testing page compatibility in multiple browsers