



**Woema**  
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www.woema.co.za

Striking the right combination of  
creative expertise & explosive impact.



# Igniting the creative process

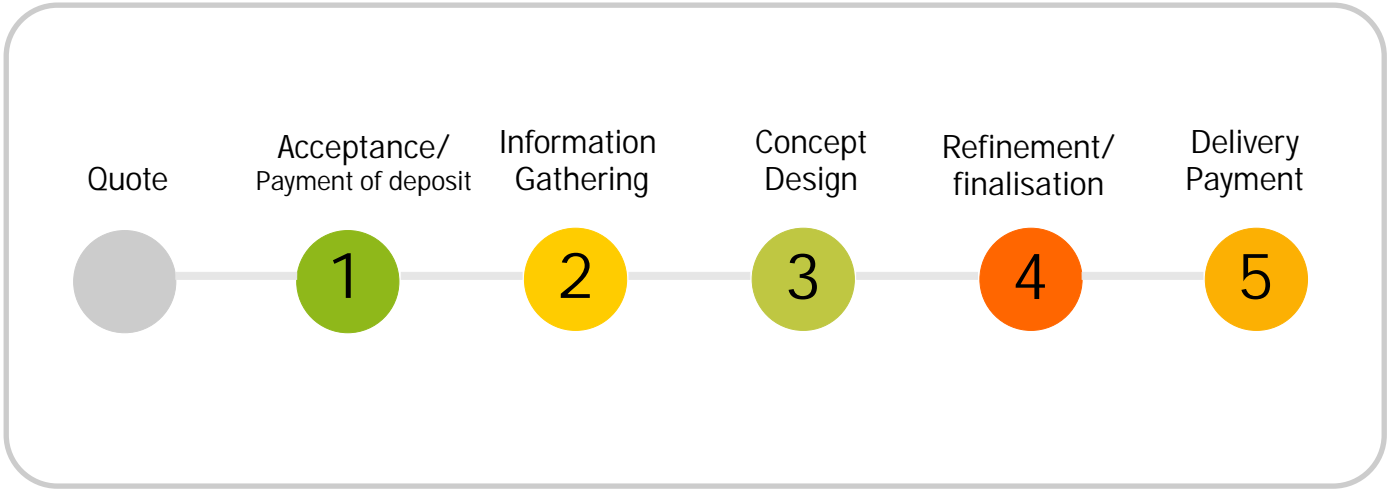
Woema's guide to the design of your visual communication media



Thank you for choosing Woema as your partner in establishing/ re-establishing the image of your business. In order that the communication is clear, before we proceed with the design elements you require, we would like to inform you about the process involved:

How Does It All Work?





# The Process





Once you are satisfied with your quote and agree to the terms and conditions, please sign and fax back to 086 503 1769. Please pay your 50% deposit and send the proof of payment to our fax number or admin@woema.co.za. Once your proof of payment has been received we will start with the next phase.

STEP 1: Acceptance of quote





During the next step we will contact you to gather the relevant information about your requirements. This will include the following:

- ⚡ Name of the company and contact details
- ⚡ Service and products you are selling
- ⚡ Your companies values, character and specialties;
- ⚡ Who your competitors are
- ⚡ Your primary target audience and their needs,
- ⚡ The media requirements e.g. letterhead, brochure etc.
- ⚡ The main message you would like to portray,
- ⚡ The tone of this communication and
- ⚡ Personal design preferences e.g. colors.
- ⚡ Quantities for any extra printing requirements you might need.

## STEP 2: Information Gathering



Based on the information gathered in step 2 our designers will set about creating a few design concepts. These concepts will be sent to you via email for your consideration. Once you have viewed the concepts we would require your feedback as to your preferred option and using this feedback, we will modify the designs to meet your requirements.

Text: Please note that when text is used in a design concept, this text is merely for visual purposes and will be replaced with the text you supply once the concept has been finalised. In terms of supplying text please ensure that it is your final version and is free from spelling and grammatical mistakes; as Woema will not be held responsible for mistakes in the content supplied. Our quote includes two sets of changes thereafter you will be required to pay an hourly rate for any further changes.

## STEP 3: Striking it right



Images: If you intend to supply images for the design work you need to be aware that the needs for print and screen(web) are vastly different. An image that appears large on screen will not print at the same quality, as you would expect (loss of clarity). The reason for this is that printing images need to be at a higher resolution and screen images need only be at lower resolution. You may not have the software in order to see the resolution of the image but the file size is normally a good indication e.g. a 30kb file size is not adequate for a printed document. Your size should be from at least 500kb for printing purposes. If you don't understand please call us for an explanation. Please make sure that any images sent to us have no copyright.

Woema can source images for you at an additional fee. We will send a photographer to your premises or if more general images required, we can source images from stock photography websites. Before purchasing an image, we will confirm with you that it is satisfactory.

## STEP 3: Striking it right





Once the concept generation phase is complete we move into the finalisation of the design. This is where all the loose ends are tied up and the design is signed off.

If the job has to go to print, then we will ensure that the files are made print-ready. We will also finalise the colour palette, quantities and content. A proof will be sent to you, which will need your final authorisation.

This document should be faxed back to us for our records and so that we can ensure quality control of the printed items. Please make sure that you check all spelling and content as well as the design before you sign the job off as Woema will not be held responsible for a mistake not picked up in the proof. Please note that the colour displayed on the screen is never 100% the same as the printed colour.

## STEP 4: Creativity Ablaze





Woema requires the outstanding payment to be made on delivery of your design. Please note that once the outstanding amount is paid all the design becomes your property and you will hold the right to it.

You can either collect the printed material from us or we will have a courier it to you at the standing courier rate.

STEP 5: Extinguished!



## Bank Details

Please make your payment into the following account

Name: Woema Graphic & Web Design cc  
Bank: First National Bank  
Branch code: 252145  
Branch name: Hatfield  
Account number: 62134470038 (Business cheque account)

## Contact Details

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