

Design Center Overview



This document will serve as a guideline for you. It will tell you which information the Design Center will need, in order to complete your design project. Please do not fill out this document. It is only intended to give you an overview of what type of information you will need to enter into our system; and what to expect during each step of the process.

During this overall process, you will be asked a series of questions that will help us determine how to proceed with your site's design. Please fill in as much information as you can to help ensure that our designers create a Web site that matches your vision.



First, let us review the design process flow, so you know what to expect:

Step 1: A Design Center Project Manager will contact client for a consultation. The Project Manager will go over the package purchased and explain the information we will need to complete the package. The Project Manager will request that the client download, sign and fax in the Design Agreement. * We cannot begin the design package until we receive the signed agreement.

Step 2: Client then visits the Design Center in their Web site admin and submits Design Package details.

Step 3: Conceptual Design Phase - An email is sent to the client alerting them there is a conceptual design to approve. Client must then login to the Design Center section of their admin to review the concept. The conceptual design will be in the form of a static .jpg image.

Step 4: The client visits the Design Center in their Web site admin and either approves or declines conceptual design. Our designers are unable to make revisions until the design is either approved or declined:

- a. If the client approves of the conceptual design, the client must select the design they are approving and click Submit to move on to the Design Integration phase.
- b. If the client declines the design, the process goes back to Step 3. Two revisions are permitted in this part of the process.

Step 5: Design Integration Phase - Conceptual design is integrated into Web site and submitted to client (via email notice) for approval. Client visits the Design Center in their Web site admin and either approves or declines the integrated design. Our designers are unable to make revisions until the design is either approved or declined:

- a. If the client approves the integrated Web site, they must select the approve radio button and click Submit. * Your actual site will not be updated with the new look until the Project Manager copies the files from the clone site over to the actual site. If the design is approved after normal business hours, the changes will not take place until the following business day.
- b. If the client declines the design, then the process goes back to beginning of Step 5.
*Two revisions are permitted in this part of the process.



Note: Depending upon the amount of direction provided, our designers will submit one or more images for your approval. This conceptual design is meant to show you what your home page will look like, from an overall structure standpoint. The rest of the site's pages will follow this same overall structure format but will have the content you provide through the Design Center interface built in during the Design Integration phase. When reviewing the Conceptual design, keep in mind that it is just a static image. The full working design with all of your available content will be presented to you once we have the layout integrated into our editing software. All work on your site is done on a cloned version of your site. If you need to provide files, please use the Upload files feature in the message section of the Design Center.



To ensure that we can quickly complete a design to meet your needs, please review the following checklist before submitting your design specifications.

Important Note: If you answer “No” to any of the following questions, please take the time to gather the data we will need to complete your project in a timely fashion. The more information you provide and in greater detail, the sooner we will be able to complete your project. We recommend that you do not begin the process until you are certain you have all of the materials we will need. The Project Manager will go over this checklist with you at the time of the consultation.



Do you have a General Look for your site in mind?
Yes - I have a plan for how I would like my site to look
No - I do not have a plan for how I would like my site to look

Is there a specific Color Scheme you would like your site to use?
Yes - I would like my site to use a specific color scheme
No - I have not decided upon a specific color scheme

Do you have guidelines on how your Header should look?
Yes - I have a few ideas for the look of my Flash Header
No - I have not decided upon a look for my Flash Header

Do you have a list of Products to be included in your Catalog?
Yes - I have some specific products that I would like to be included in my Catalog
No - I do not have a list of products prepared for inclusion in my Catalog

Do you have a plan for how your site's Navigation should look and function?
Yes - I would like my site's Navigation to look and/or function a certain way
No - I have not decided upon a specific look or function for my site's Navigation

Do you have a plan for one or more specific Pages you would like included on your site?
Yes - I have a plan in mind for one or more specific pages
No - I do not have a plan for any specific pages

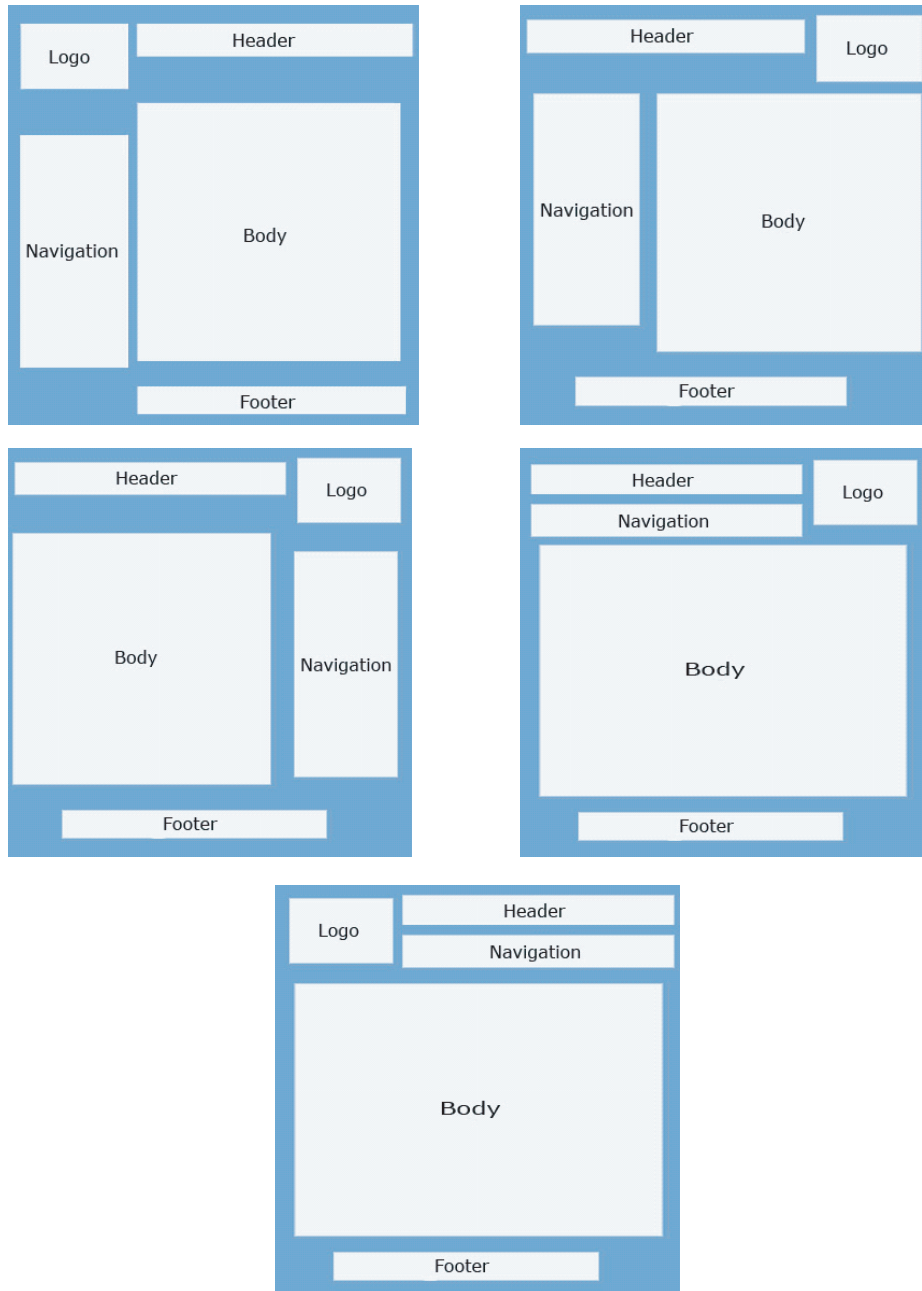
Do you have specific Text Content you would like to include on your site, ready to enter or upload?
Yes - I have specific Text Content ready to enter/upload
No - I do not have specific Text Content ready to enter/upload

Do you have specific Images you would like to include on your site, ready to upload?
Yes - I have specific Images ready to upload
No - I do not have specific Images ready to upload



In this step you will be asked to choose the layout that best fits your site's needs. Your option will be:

- 1) Choose the layout you would like to use from this list of layout formats:



Project Setup Wizard Step 2



In this step, you will be asked to specify the following style settings that will be used to determine the general appearance of your site. For colors, please provide the hexadecimal code of the color you want to use.

Background Color:

Foreground Color (Font Color):

Font:

Font Size:

Link Color:

Active Link Color:

Visited Link Color:

Background Image:

Please provide guidelines for color scheme. You can enter text or upload .doc/.txt file in this step

If you have a site in mind that you would like to emulate, please enter the address of the site. Also, please specify the elements of the site that you would like to include. (For copyright and intellectual property infringement reasons, our design team cannot copy the exact appearance of the site, but can integrate various elements of the site's design)

Project Setup Wizard Step 3



If your package includes a Flash Header you will be asked to provide guidelines for creating your Flash Header or may upload a .doc/.txt file:

You will be asked to upload the images that you want to use in your custom Flash Header.

Project Setup Wizard Step 4



If your package includes a product catalog, you will be asked to provide guidelines for your catalog page or you may upload a .doc/.txt file:

If you wish to upload catalog item information, a template document will be provided as a starting point.

Project Setup Wizard Step 5



In this step you will be asked to specify the type of navigation you would like for your Web site. Your options are:

- Text Links - Text links will appear on the site as plain text without an accompanying image.
- Image Links - Image links will appear on the site as text embedded on a base image. If you wish to utilize image links on your site, you may provide a base image in this step.

Please provide us with a few details about how you would like your navigation to look and function or upload a .doc/.txt file:

If you are using Image Links, please supply us with your base image:

Project Setup Wizard Step 6



During this step you will be asked to provide information about what you want on each page. Depending upon which package you purchased, the number of pages will vary. For the purpose of this document, we are only providing the overview of this step for one page.

Page Name: (Please enter the name of the page as you want it to appear on the button)

Please provide details about how you would like your page to look and function.

Please provide the text content you want to appear on this page or upload a .doc/.txt file:

If you want to include image(s) on this page, please upload the image(s) in this step.



This concludes the Design Center Overview. When you are ready to begin the process of submitting your specs, login to the administration area of your Web site and click on the "Design Center" tab to start.

If you have any questions, please feel free to contact your Design Center Project Manager:

Phone: 1.800.711.9145

Email: designcenter@dollarsbydesign.com