

Method & Process

In a nutshell – define, design, deliver

Hetherington Veal enjoy excellent working relationships with our clients, because we work as a team with them to produce high quality appropriate solutions.

Our aim is always to produce well-targeted, carefully considered design solutions, whether it be for an identity, website or annual report, our approach is the same. Sound thinking and excellent groundwork, underpinned by fastidious execution.

Define

In order to produce the best possible design solution it is essential to work from the best possible brief.

We like to meet face to face and jointly refine the parameters of the brief. This gives us the opportunity to understand the core of your business/brand and guide us in the right direction towards a solution.

To define the problem is to identify the solution.

We need to understand...

About your business/brand

Who your customers are (target audience)?

What they respond to (a broad profile is often useful)?

What your business produces or who it services?

What that brand/business/service means to your customers?

What is the company 'personality' and uniqueness?

We need to understand...

Are there ways of increasing awareness of your brand?

Are there ways of increasing your customer base?

What do you hope to achieve through this project?

As part of this process we would normally carry out an analysis of your competitors and position in the market



Method & Process (continued)

Design

Stage 1 Concepts. Having established the brief, work will commence on first stage concepts to be presented for discussion. A number of routes will be shown.

Stage 2 Development. Work will then commence on a favoured route(s) which will be refined and developed on the basis of these discussion. These will be presented at a future meeting.

Stage 3 Implementation includes commissioning of any photography or illustration that may be required and crafting the final design.

Stage 4 Production Digital artwork/site build will commence.

Stage 5 Production management. Overseeing printing or web development and final stage snagging.

Deliver

The finished product...

On strategy

On budget

On time

