

Letter Red Design - Introduction

Letter Red Design (LRD) is a small design studio based in Scotland run by David Roberts, building stylish and accessible web sites to a range of clients.

Web site development & design

The development process goes through a number of stages which include:

Learning about you and your business, products and services. Deciding on the goals of the project and planning for that.

Formalizing a proposal to address your requirements that you are happy with so that work can start on the project.

Using the information gained from the proposal to put together an initial design.

Any feedback you provide on the initial design and any other changes are implemented within the given framework of the project.

Once finalized the coding of the site and implementation of the CMS (a content management system) can take place, if required. If further changes are needed these can take place and completion of the templates and site can be finished.

After this, a final check is made, that everything is working and it all looks and works as intended.

What do we create for the client

Letter Red Design produces a Sitemap (a page that lists the pages and order of a web site), wireframes (a wireframe is a visual guide used to suggest the structure of a web site and the relationships between its pages), design of the site, front-end coding and the implementation of ExpressionEngine (a content management system - if required) to run the site.

Projects that require additional areas of expertise such as application programming, large scale usability testing or other specialist areas would need to be carried out by a third party.

What is the time frame for a project?

The time frame depends on the complexity of the project and the amount of work that is in production at that time. The average time frame is 2-3 months, a more specific time will be giving at the start of development.

How much will it cost?

This obviously depends on the complexity and size of the project. All projects are different so each project is priced according to the specific needs of that project.

Graphic design & printed materials

We carry out graphic design and print work for clients as well from business stationary and brochures to books. If you would like to discuss a project please get in touch.

More information

For further information or to discuss a project please contact David Roberts by email at info@letterreddesign.co.uk or phone 01586 551152.

Clients have included:

Anglo House Scotland Ltd
Argyll Signs
Blackwell Publishers
Campbeltown Community Organic Garden
Campbeltown Grammar School
Campbeltown Trading Association
DSM Partnership
Glenside Tractors Ltd
HarperCollins Publishers
MFS - Independent Financial Advisers
Scottish Natural Heritage
Stitch Exhibition Fabrics