



Letter Red Design - Introduction

Letter Red Design is a small design studio based in Argyll, Scotland run by David Roberts, building accessible and stylish websites for a wide range of clients.

WHAT DO I CREATE FOR THE CLIENT

A design, that provides an overall look and feel for a website. This includes the production of wireframes, design of the website, front-end coding (XHTML/CSS) and the implementation of a content management system 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.

DEVELOPMENT & DESIGN

Discussion takes place between Letter Red Design and the client through a number of stages, which usually include:

- Learning about your business, products/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 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 IS THE TIME FRAME FOR A PROJECT?

The time frame of course depends on the complexity of the project and the amount of work that is in production at that time. As a number of projects are worked on at any given time, the average time frame, is 2-3 months.

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. A basic site would start at around £600.00, without a content management system.

MORE INFORMATION

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