



## **Electronic Publishing -- Definitions, Schedules and Costings**

### **Website Design, Production and Publication**

Simprim Studio Services provide a full service for website design, production and publication. Domain registration and site-hosting are not provided, and are the responsibility of the customer.

#### **Overview**

Website creation requires three steps. Purchasing and registering a domain name. Purchasing storage space. Creating and publishing content. These notes cover the third step, and are intended as a guide to a typical project. The general policies and procedures apply to all projects.

#### **Initial brief**

This is the first point of contact with the customer. During this meeting we will work together to define the scope and nature of the project. Key elements are the target audience, the information to be shared, the response mechanisms required and the projected publication date.

#### **Design**

Once the broad project has been defined, we move to the detailed design requirements. There are two aspects to design. The first is the overall look and feel of the project – graphic elements, colourways, navigation menus, type-faces. The second is the underlying engineering – how the diverse sections, groupings and pages are linked.

As part of the design brief we agree to work together to find a practical solution – and this overall design then becomes the basis for developing the body of the project. We provide detailed costings and timelines for all stages of the project. Projects are costed as a single entity.

Initiating a design brief commits the customer to a minimum design fee.. In return Simprim Studio will deliver a single design. This design will be used as a start point – typically changes will be made until the design accurately reflects the project's requirements. Should the customer choose to abandon the project or put the project on hold the design fee becomes due immediately.

During the design stage all productions elements are defined. Should the customer require additional elements not detailed in the design document, these may become chargeable.

#### **Production**

Once the design is agreed, we move to production. Production is charged out per day, in ½ daily increments. Any significant changes to the graphic or engineering design following acceptance will attract a minimum additional fee .

All necessary copy, images, and/or other media elements are collected. Typically the customer will supply all copy. Images may be supplied by the customer, or can be commissioned.

Once production is complete a fully functional alpha version of the project is delivered, containing all agreed material. The delivery medium is typically a combination of CD-ROM and publication to a reserved sector of the Simprim Studio website. The customer proofs this version, and all necessary adds, deletes and changes to supplied material are made.

Following this review, a beta version is delivered. This will, to all intents and purposes, mirror the version displayed to the public. The customer proofs this version, and all necessary adds, deletes and changes to supplied material are made.

#### **Publication**

All content is uploaded to the customer's designated server.

#### **Maintenance**

This covers all subsequent adds, changes and deletes to site material. Maintenance schedules and fees run for six-monthly periods, with a minimum fee. Significant design and/or engineering changes are treated as discrete projects, with a minimum fee.



## **Website Maintenance and Development**

### **Definitions**

**Maintenance** is defined as

- Adds, changes or deletes to copy and/or images within existing pages
- Moving current copy and/or images between existing pages
- Adding copy and/or image elements to existing sections and/or sub-sections
- Adds/changes/deletes to metatags
- Submissions to portals, third-party sites and search-engines

**Development** is defined as

- Creating new sections and/or sub-sections
- Adding functionality via additional on-line response forms or other media
- Major site-wide design and/or engineering changes

### **Maintenance intervals and terms**

Maintenance agreements run for six-monthly periods, with a minimum of one day's maintenance per period. Maintenance is charged in daily increments. Billing is quarterly in arrears. Typically a maintenance schedule can be agreed in advance, allowing for maximum use of time and resources.

### **Development terms**

Significant site development is treated as a discrete project. The project runs through design, production, alpha, beta and publishing phases. The project is charged out as an entity, with a minimum charge. Terms are 21 days net.