



Electronic Publishing -- Definitions, Schedules and Costings 2008

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 of £500. 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 production 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 at £230 per day, in ½ daily increments. Any significant changes to the graphic or engineering design following acceptance will attract a minimum additional fee of £350.

All necessary copy, images, and/or other media elements are collected. 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 of £180. Significant design and/or engineering changes are treated as discrete projects, with a minimum fee of £350.

Timeline

All work is carried out to an agreed timeline. This is agreed during the initial meeting, and is driven by the proposed publication date and the quantity of extant and new material required.

Once the site structure has been defined, the individual elements are mapped to a Media Specification sheet. This sheet details the hierarchical relationship of each element, the copy and images sources, internal and external links and any other relevant information.

Specimen Production Timeline

A typical site may take between 31 and 45 calendar days. The exact timeline can be agreed to at the initial design meeting. A specimen timeline for a 45 day project consists of:

Milestone	Calendar Days
Design meeting	01
Present design for review	10
Make required structural changes	12 <> 20
Gather all necessary material	01 <> 20
Production	20 <> 30
Deliver Alpha version	31
Finalise Alpha version review	35
Make all necessary changes	36 - 40
Deliver Beta version	41
Finalise Beta version review	42
Make all necessary changes	43 <> 44
Publish site	45

Once the production process is initiated both parties commit to the project timeline and price.



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, at a day rate of £180. 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 of £350. Terms are 21 days net.