

GABRIELLI PRODUCTIONS

Website and Visual Design

How to make a website...

Or, what really goes into the process, from start to finish.

1) Idea Gathering

- Dialogue between customer and designer about:
 - Purpose of site
 - Capability & complexity options
 - Time frame & cost
 - Future updating options
- 'Easy Surfing Research' - customer surfs the web looking for designs and/or sites they like or dislike

2) Content & Preliminaries

- Customer provides the first batch of pictures, text, videos, etc. they want put on the site
- Select website name & address (Domain Name)
- The Preliminary "handshake" agreement is made

3) Design

- Designer creates 1 or 2 designs for the site's look and feel
- Customer agrees on one of the designs or a blending of the options
- Design is finalized

4) Signed Contract between Customer & Designer

- Includes project scope, timeline, and estimate of final cost

5) Building

- Using final template, each individual page is coded and linked together

6) Hosting Setup

- Select hosting company
- Sign contract with host (usually on annual basis)

7) Testing & Finalizing

- A final detailed test is run on the entire site
- Customer gives final approval of completion
- Website goes 'Live'
- Submission to Search Engines (Google, etc.)
- Cost of site is invoiced