



**205 New Petersburg Drive, Suite B  
Augusta GA 30907  
(706) 854-7704  
www.timbuktoons.com**

## **Working with Timbuktoons...**

*We see the work we do as a partnership. The studio and the client both have certain expectations to meet in order to successfully complete a project. Below is an overview of what to expect when working with Timbuktoons and a glimpse of how we get things done.*

### **The client can expect:**

- To clearly understand the terms and conditions of each project
- To have your project worked on with the utmost integrity/fair business practices
- To receive fair and competitive billing practices
- To communicate regularly and freely with Timbuktoons

### **Timbuktoons can expect:**

- To have sufficient time to complete your project successfully
- To have accurate and complete information promptly
- To be paid promptly
- To communicate regularly and freely with the client



## **Our Tools**

*Creative work is hard work. That may sound contrary to the popular myth that all ideas come from instant “a-ha” moments while laying on the floor brainstorming at 3AM. Creative work often takes trial and error and a lot of thoughtful consideration. To streamline this process and provide excellent customer service, we have integrated several tools into our creative pipeline that we would like to introduce to you...*

### **#1–The Profile Tool**

The first thing we do with every project is “information gathering”. We are interested not only in scheduling, budget and job specifications, but also in your preferences, target audience and objectives. We have several profile tools we send to clients based on the type of project (logo, brochure, character design, motion graphics, animation, etc.).

We know this can be time consuming and unexciting but it is critical. This is how we find out about your organization’s needs. It helps us quickly narrow in on the most accurate solutions and it also helps us manage your project appropriately.

### **#2–The Project Tool**

On any given day at Timbuktoons we have multiple projects in the pipeline. These projects can be at many different stages: quoting, researching, proofing, printing, etc. To ensure that your project is handled efficiently and professionally we have chosen Basecamp as our tool of choice.

Every project gets loaded into Basecamp along with an invitation e-mailed to you that contains your custom and secure account information (username/password).



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### **Our Tools continued...**

Also included in your Basecamp project are client contacts, pertinent files, milestones, to-do lists and more. We encourage clients to communicate with us through their Basecamp account rather than e-mail so that all communication is organized in one location. Messages and subsequent comments from anyone on the project are all kept within your project for quick access at any time. Clear communication is critical to a successful project.

You can log in any time to check the progress we are making on your project. Creative projects are a collaborative effort and we want you to be able to check the progress every step of the way.

### **#3–The Proofing Tool**

Have you ever worked with a design company that sent a file via e-mail for every design revision to every decision maker? Yeah, we have too...and we know what can happen. It's all too easy to end up with multiple files all over your computer and big hassles if you forgot to e-mail someone. Not to mention the issues of delivery failures when sending large files to multiple people through e-mail.

That is why we use an online proofing tool called ConceptShare. It's a one stop collaboration shop for getting your feedback quickly and accurately. Once we get to the proofing stage, every project is loaded into ConceptShare along with an invitation to all decision makers in the process to come check out what we have done.

While viewing your proofs in ConceptShare you have the opportunity to “mark-up” the concept with handy annotation tools or simply add comments and drag pointers to specific places on the file. You can also zoom in to take a closer look at small details. There is also a place for real time chats- where we can all get together and discuss necessary changes. Using ConceptShare is the next best thing to being there in person with your full sized proof.



### **Our Process**

*We treat every project individually because every project is unique but below you can get a general idea of what we do. This isn't a linear or scientific process. However there are some things we have learned from the thousands of projects we have worked on that will insure your satisfaction in our design and our prices.*

### **Concept and Collaboration**

- You contact us about your design needs and we assign a designer who records your preliminary details
- We send you our “Working with Timbuktoons” packet and our “Profile tool” for you to fill out
- You send us your completed “profile tool” and we develop your estimate and send you our “Project Agreement” form.
- Your required deposit (or retainer) and signed “Project Agreement” initiates the project
- We load your project into our “Project and Proofing” tools for administration
- You communicate with us in a timely manner about project details and proofs in order to meet deadlines



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**Our Process continued...**

***Research and Discovery***

- We use your completed “Profile tool” to understand the scope of the project and more about your organization
- We conduct research to better understand the market you are competing in
- We narrow in on possible solutions

***Design***

- We present you with a concept proof within our “Proofing tool”
- We polish that proof based on your feedback and resubmit another concept proof
- We post the final proof for examination and approval
- We discuss additional changes and charges if necessary or we finalize the concept
- We prepare the project for production and arrange for delivery