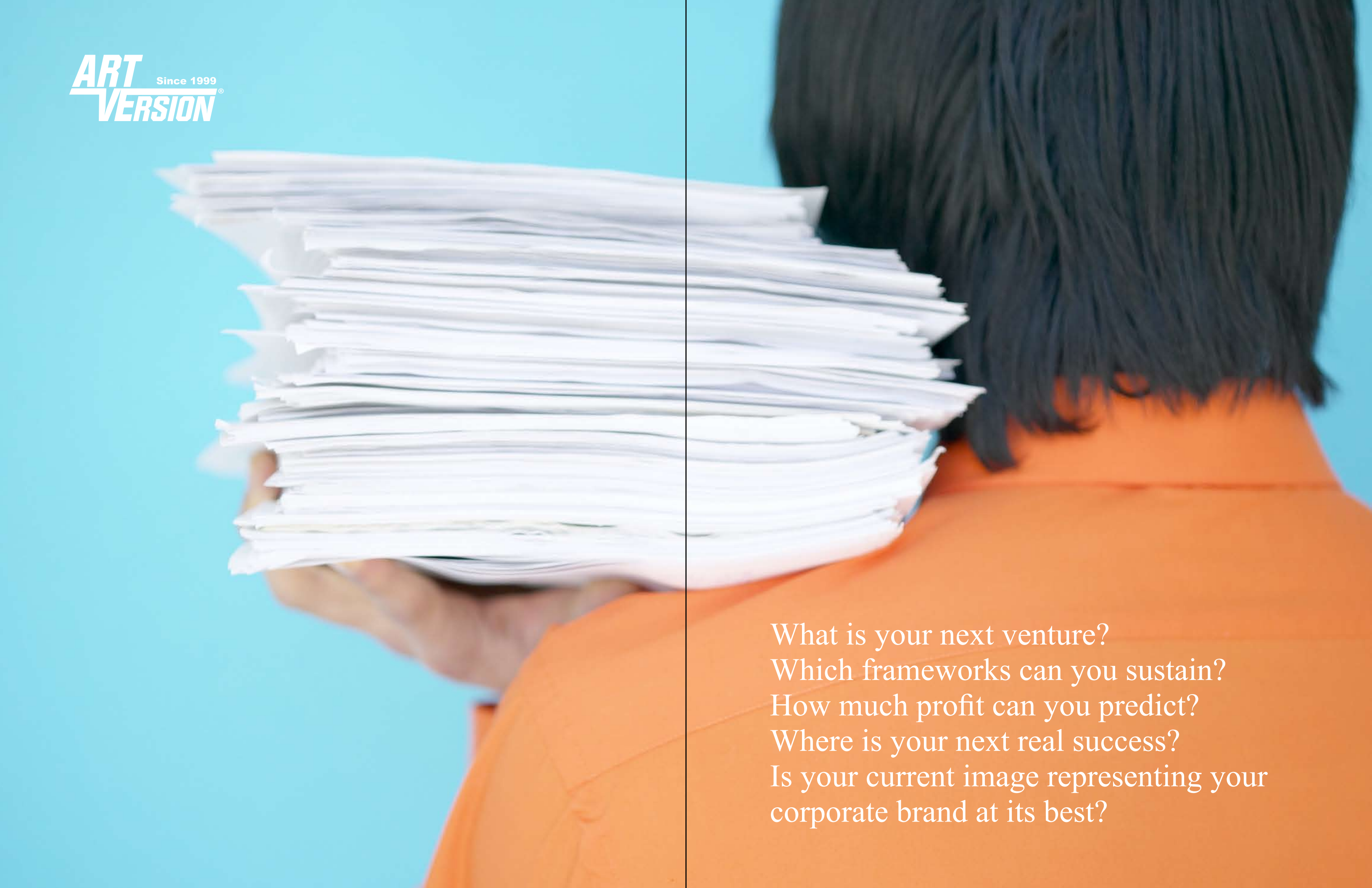


ART Since 1999
VERSION®

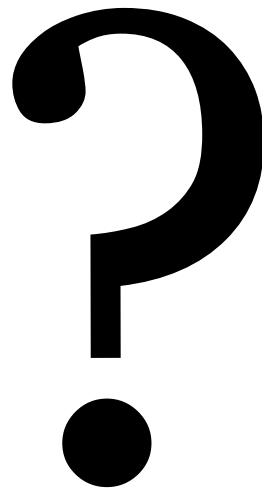


What every business needs
Graphic Design
and **Why?**

A person with dark hair, wearing an orange shirt, is seen from the back, holding a large, thick stack of white papers. The background is a solid light blue color. A vertical line runs down the center of the image, separating the person's head and hair on the right from the stack of papers on the left.

What is your next venture?
Which frameworks can you sustain?
How much profit can you predict?
Where is your next real success?
Is your current image representing your
corporate brand at its best?

...What is your next venture



Consumers are worn-out, markets disunified and buying powers scarce. **Company growth**, we all have learned, is no longer automatic like it used to be. Risk is everywhere, and pressure produces rigidity, making it difficult to explore new ventures and test new things. More than ever, time is our enemy, from which it is hard to run away.

Luckily, we have a plan. It's called **design**.

Today's market rewards only unique creativity and compensates companies that have learned to cultivate the brilliance of individuals and value innovation in their corporate cultures and ethics.

Graphic **design** has a unique ability to sell a product or idea through effective visual communications. It is used whenever visual intricacy and creativity are applied to corporate presentations based on conception to define new opportunities. Design develops a visual solution to fulfill that conception and accordingly present that same opportunity to the market.

We offer you the following process as a way to make graphic **design** an integral part of your business, and to allow designers to make your success an integral part of design. It is a method for partnering, a guide to the most effective use of teams, and the most powerful, efficient, reliable way to get from A to B when you are not yet sure what B is.



Graphic Design is a collaborative
process between you and us,
getting the best results from open
partnerships.

...Which frameworks
can you sustain



.....

What follows is a **framework** through which design can be incorporated into your business ethics and practices. Its purpose is to clarify, assess and communicate the principles and methods of the design process. It is an extendable, open and true process; one which is suitable for solving any visual problem that requires creative thinking and creative minds.

This **creative process** combines art and technology to communicate. The designers work with a variety of communication tools in order to convey a message from you to your particular audience.

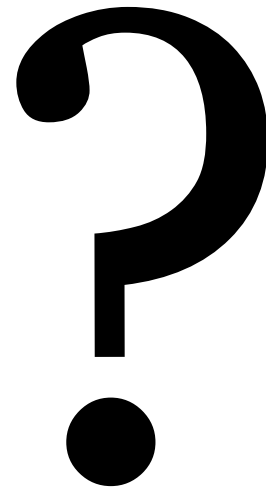
We at **ArtVersion**® believe in working closely with the client to offer **real solutions** rather than just generic designs and layouts. These are the very solutions that help you build a bond with your end-users.

Design can create desire, improve intelligence, impact productivity, speak volumes, start a revolution, and eliminate frustration.



Graphic Design is visual
communication created by
a skillful bridging of text
and images making
sustainable results.

...Where do
you start



We've built our creative services around your needs, specializing in production and design for corporate and retail publishing and online presentations.

Define the problem. Articulate a clear, actionable brief. If the problem to be solved is vague, the work will be generic. This is the point at which you either inspire or confuse your designer.

Be as specific as possible, as this first step has a greater impact on the work than any other step you will take. Experienced designers will help you refine the brief because they will bring to it the clarity that leads to great work.

What is to be accomplished with the work you're commissioning? Setting clear metrics for success makes it more likely that you'll achieve them.

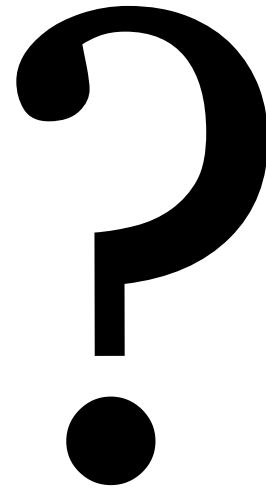
Make the choice of direction based on as much data as you can gather, and then on gut. The most practical direction isn't always the best one. This is the moment to revisit your objectives and remind yourself that it's worth the time and effort to be not just like everybody else in your industry.

There are undoubtedly many people who will be critical to the success of the project. This is the time to share the objectives of the project and the proposed solution with them so that they can understand and support it.

We build a team together one step at the time.



...Can we summarize
the process



EXECUTIVE SUMMARY:

What you have just read (or not) is a process by which your businesses can create value and market demand through innovation and visual presentations. It is done in partnership with your designers.

AT A GLANCE:

1. Define the problem
2. Set clear objectives and select the goal
3. Select the approach
4. Determin your budgets
5. Gather information
6. Tell as much detail as possible
7. Analyze the options
8. Make the important decisions
9. Mobilize the team
10. Present to internal audiences
11. Take it public
12. Evaluate success.





One Northfield Plaza, Suite 300
3rd Floor
Northfield, IL 60093

866 492 1234 p
866 492 5678 f

www.artversion.com

If you would like to discuss
your project, call us today;
you'll be glad you did.