

# What You Need To Know About Your Project

## Welcome to the Tribe

All of us at (bp) Design Group would like to take this opportunity, to welcome you to our Tribe. We look forward to working with you on all of your interactive-media needs and want to ensure a smooth and efficient project process. We have created this whitepaper in the hopes of clearing up some common questions before we get started.

## Avoiding Scope-Creep

We're going to jump right into this issue. Scope-Creep occurs when a project enters production and continues to have changes and/or elements added to it, effecting the cost and time requirements of the project. The issue of Scope-Creep keeps a project in a state of perpetual design and is not cost effective and causes delays to the estimated delivery / launch date of a project.

To help avoid Scope-Creep, (bp) Design Group only makes proofing of the site available at set milestones. We know you're eager to see your project in action, but we have learned from years of experience that if we let the client review the project during production, the project enters a state of perpetual design and Scope-Creep becomes a strain on time management and budget. It's for your own good.

## Submitting Content and Written Copy

The web handles content and copy entirely different then your word processing application. Therefore we request that copy is formatted in the following way.

### Acceptable Formats (only):

Microsoft Word (.doc, .docx), Apple Pages, Rich Text Format (RTF) or Plain Text (.txt)

Documents should be submitted with limited formatting. **Do Not** use special fonts. Use a Times, Arial or Helvetica font. **Bold** or *Italics* can be used to indicate where you would like to use emphasis in your copy. Keep in mind there are limited fonts available that translate through web browsers. Just because you have a font on your computer and can format a word processing document till your heart's content, it doesn't work that way on the web. **Do Not** submit your copy as a PDF unless it is to be used as a PDF on your site. Most PDF's are not editable.

### Keep Your Copy Separate:

When submitting copy for the various sections and pages, create and submit a new document for each page or section. Many word processors today allow for the addition of notes in the document, use this feature to explain any special handling of the copy.

### Naming Your Documents:

Remember that there will be a number of people working on your project and none of use are familiar with your working process or what is happening in your head. Keep document names simple and precise, *i.e.(about\_us.doc, home\_page.doc, etc.)* **Do Not** make your document title a sentence. Several people will need to identify the appropriate copy quickly.

## Submitting Images and Photos:

This is an important one. The web differs from your computer in that it handles limited image formats. Web browsers can display .jpg, .gif and .png formats as well as some other specialty formats not as widely used.

If your images are in other formats such as .tiff, .bmp or other, they will need to be converted and optimized for the web on our end. (bp) Design Group can accept virtually every image format including RAW.

All photos and images should be submitted in the highest possible resolution (150dpi or higher is desirable). Lower resolution images can not have their quality or dimensions increased. Higher resolution images and photos however, can be down-sampled for use on the web. Keep in mind that your design will only be as good as the images and photos you supply.

### Naming Your Images and Photos:

**Do Not** use spaces or special characters in the name of your images. Use underscores "\_" or dashes "-" to replace spaces. Use only alpha numeric characters, **Do Not** use characters such as %, #, ( ), \*, \$, etc.

## Submitting Video and Audio:

If video or audio files are to be included in your project, submit them in the following preferred formats:

**Video:** Video should be digitized, no tapes. Quicktime .mov format is preferred with minimal compression. Compression happens on our end when we encode the video for use on the web. You don't want compression on top of compression. If video is submitted in another format, (bp) Design Group can not guarantee the quality.

**Audio:** Audio files should be submitted in .mp3 format.

### Naming Your Videos and Audio:

**Do Not** use spaces or special characters in the name of your media. Use underscores "\_" or dashes "-" to replace spaces. Use only alpha numeric characters, **Do Not** use characters such as %, #, ( ), \*, \$, etc.

## Smart Content Submissions:

Be smart about your content submissions. **Do Not** submit individual items unless necessary. Plan out your content. Get your copy ready for a section or page, gather the images, photos, videos, PDF's, etc. for each section or page, package them into a folder, then ZIP or SIT the folder prior to submitting. Name the folder appropriately *i.e.(home\_page\_content, about\_us\_content, etc.)* this will make all of our lives much easier.

## Getting Your Content To Us:

It is very important that content is submitted in the proper way. Unless instructed otherwise **Do Not** send your content submissions via email. We all receive tons of emails everyday and there is the possibility that your content can get lost or misplaced.

All content submissions need to be done through your on-line (bp) Design Group account or via FTP if deemed necessary. You can also mail content on CD's if necessary.

Uploads made through our on-line process are connected to the individual work order(s) for your project and are automatically added to your master production folder and the appropriate Tribe Members are notified that you have submitted new content.

**Keep This Info:**

Keep this information handy and refer back to it throughout the duration of your project. If these procedures are not adhered to it may result in project delays and additional costs.

We are also in the process of creating a special Project Reference area on our web site that you will be able to refer to for this and other helpful information related to the design and production of your project.

We will be sending out information on how to access this area as-soon-as it becomes available.

A copy of this document can be downloaded from our web site by visiting:  
[www.bpdesigngroup.com/inside\\_bpdg/process/](http://www.bpdesigngroup.com/inside_bpdg/process/)