

# BJPDS Graphic Design Services Checklist

## Project Understanding & Requirements

- ☐ Project type identification (branding, marketing materials, etc.)
- ☐ Project goals and objectives clearly defined
- ☐ Target audience identified
- ☐ Project timeline requirements
- ☐ Budget parameters discussed
- ☐ Existing brand guidelines available (if applicable)

## Design Process Milestones

### 1. Initial Consultation

- Project brief development
- Goals alignment
- Timeline establishment
- Budget confirmation

### 2. Research & Strategy

- Market research review
- Competitor analysis
- Brand positioning
- Design strategy development

### 3. Design Development

- Initial concepts (2-3 options)
- Revision rounds (up to 2)
- Final design refinement
- Accessibility compliance check

### 4. Deliverables

- File format requirements specified
- Print specifications (if applicable)
- Digital format requirements
- Brand guidelines documentation

## Quality Assurance Checklist

- ☐ Design aligns with brand guidelines
- ☐ Typography is consistent and accessible
- ☐ Color contrast meets accessibility standards
- ☐ Image resolution appropriate for intended use
- ☐ All text is proofread and error-free
- ☐ Files organized and properly named
- ☐ All necessary file formats included

## Project Completion

- ☐ Final files delivery method agreed upon
- ☐ Usage rights and licensing discussed
- ☐ Future maintenance needs identified
- ☐ Feedback collection process
- ☐ Project archival process

## Additional Services Available

- Document remediation integration
- Web consulting
- Accessibility training
- Brand style guide development
- Print management services
- Digital asset management

## BJPDS Value Differentiators

- 20+ years of professional design experience
- Accessibility-first design approach
- Integration with document remediation services if needed
- Quick turnaround capability (24-48 hours for standard projects)
- Professional hourly rate of \$75 with package options available
- Capacity to handle 2-3 concurrent projects