WELCOME
TO
OUR
‘THREE STEP PROCESS’ OUTLINE

by The Drawing Studio

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The following pages are part of The Drawing Studio’s ‘Three Step Process’ and is here to help elaborate on some of the steps required to fulfill a complete presentation. It is in your best interest to take a moment to go through these files when hiring us to complete a presentation as it will save time, avoid confusion and create the circumstances in which The Drawing Studio can focus on creating the best quality of your presentation for you

The Drawing Studio
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Contract and other Client/Project Info

EXAMPLE OF INITIAL PROCESS ©93-2004

Step 1: The Contract and other Client/Project Information.

Please refer to 'Commission an Illustration' section of the website and specifically the Contract.pdf and Order Checklists.pdf files as they will take you through the correct steps to providing The Drawing Studio with the correct information.

AVAILABILITY/COST/INITIAL ASSESSMENT OF WORK: The first step is to call The Drawing Studio and find out our availability. If our schedule is full we will provide you with a couple of societies where you will be able to find another illustrator. Then we should briefly touch on cost and general scope of the work you require. Assuming these items are okay, then you should fax or send a few drawings with describe the scope of work. With this we can provide you with an accurate cost estimate. You should also at this stage be sure to review the 'Commission an Illustration' section of the website and note any special items you wish us to be aware of which may impact our estimate.

SCOPE OF WORK: It is important to note how many illustrations (or other) you need and what view points you want as this will also impact our cost estimate.

CONTRACT/RETAINER/REQUIRED DRAWINGS: Once the price, schedule and 'scope of work' are determined, then we can complete the contract. To expedite this phase, we have posted our Contract on the website which you can print and fill out, sign and mail back to our offices (with a retainer and all required project information). When we have a Contract in hand, then we make a formal commitment to the client by letting them know that everything is in order for us to proceed. It is important not to delay between our phone conversations and when you send in the required material as we must, in order to be a thriving business, take jobs on a priority as we receive them.

DURING PRODUCTION/REVISIONS: You should also try and eliminate all revisions/changes during the illustration process as they are extremely time consuming and may impact the ability to meet a deadline as well as cost extra.

DELIVERABLE:
The Drawing Studio always provides our Clients with a CD of the image in Adobe Photoshop tif format which can be given to a printing service firm for output. Since Clients have a variety of output requirements including illustrations for brochures, posters, billboards, etc., there is no way for us to determine beforehand the final cost of output, therefore we do not charge for this. We will help, to a reasonable extent, any coordination issues so the Client can fulfill their requirements (within reason).

OUTPUT SCHEDULE: The Client should be aware that in order for a printing service firm to make a print, they need time. The due date for The Drawing Studio should allow for this extra time.

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Preliminaries

EXAMPLE OF REVIEW PROCESS ©93-2004

Step 1: Preliminary color and texture perspectives to illustrate direction of viewpoint:

For this job, we showed the Architect 4 different views of the buildings main lobby. View 1, taken from the main entrance was the view they chose.

The digital format has certain benefits that are undeniable:

1st, almost immediately a client can get a pretty good impression of the space, colors, textures and lighting;

2nd, these images can beposted on our website which saves time as it allows the Architect, Client, Interior Designer, Landscape Designer, and other consultants to quickly review and comment on the design;

3rd, because the preliminary images provide a greater amount of information in the first round, the client can easily assess the design and make informative changes which also saves time. Because the image is in color with the textures mapped on, the client could make last minute adjustments before the final rendering was started.

The next step was to incorporate some design changes, add entourage, turn the lights on and show the view again for further comment...(next page).

EXAMPLE OF FINAL REVIEW PROCESS ©93-2004

Step 2 & 3: The final rendering:

As you can see in the final rendering, the client changed the flooring color and pattern, wood color, column color and, the lighting fixtures.

Entourage Note: The Client requested that the people be blurred so as not to reveal their identity.

Example: Brooklyn Heights Montessori School Interior by Gruzen Samton Architects.