



How We Work Together

Thank you for your consideration in using Rocketboy Media, Inc. We know that working with a company such as ours for the first time often prompts a few questions, sometimes more than a few concerns, too. How successful will we be in interpreting your needs? How can we do it most effectively? How can we do it most efficiently? How much will it cost?

Our Charges

Like all service-oriented businesses we invoice based on the time we invest in a project. Our invoicing policy is, 50% due at signing to commence the project, 40% due at project approval and the final payment of 10% due upon delivery. We also have other terms available, please feel free to ask. Project costs range from a couple hundred dollars up to tens of thousands, depending on our clients' needs and budgets. We always provide an estimate for approval before starting any project. We adhere to our estimates unless project specifications change.

Laying the Foundation

The first thing we do after being assigned a project is schedule information-gathering meetings between our creative team and your key staff. We are interested not only in scheduling, budget and job specifications, but also in your preferences, target audience, and objectives. And, of course, we will want to know all the user features and benefits of the product.

Although this process is somewhat time-consuming, it is also crucially important. It will help you sharpen your focus and objectives, and will help us ensure that what we produce is not only creatively excellent, but strategically targeted.

Developing the Right Ideas

Despite popular misconceptions, good creative work doesn't often come in a flash of inspiration; usually it comes from lots of trial and error. This is why we need to take the time to consider several approaches (concepts), work them through, and try them out. Then revise them. In addition, there are usually some practical and functional ends we need to tie up before submitting our ideas, sub-contractor availability, printing estimates, scheduling requirements, etc.

All this, plus the need to schedule our workflow in a businesslike fashion, means that we normally ask for up to two weeks, depending on the jobs complexity, before we submit our rough approaches (concepts) for your review. Of course, if you have a rush project or deadline pressure we adjust our workflow, timing and costs accordingly. It is our experience that it is best if we first present our rough concepts to your project manager and just one or two others. This ensures that we all stay focused on the problem and are not distracted by too many personal opinions. Our rough concepts consist of a presentation of three (3) to six (6) comprehensive layouts or schematics, depending upon the project. These are adequate to convey what we believe is the best approach to take, factoring in your budget, objectives, and preferences. On the other hand, they are not so well developed as to have wasted time and effort if we need a course correction.



After presenting, we'll ask for comments. The more objective and specific you can be, the better we will be able to respond. Comments are our input for revising the rough concepts into a finished one. Revision normally takes us about a week, and we schedule a second presentation shortly thereafter.

From the input at the second presentation meeting further minor refinements are made as necessary. We also finalize the production timetable, and the scheduling of additional services such as photography, illustration or the availability of stock images.

Ensuring Your Satisfaction

We recommend the finished project be routed to the appropriate decision makers for fact and detail checking only, reserving stylistic and subjective decisions to your project manager. To avoid costly confusion, it is also important that all communication with us come from the project manager.

During the course of the project we keep your project manager informed of our progress. Our goal is to keep your project moving ahead quickly, smoothly, and cost-effectively, to make sure that we'll produce even better results than you hired us for.