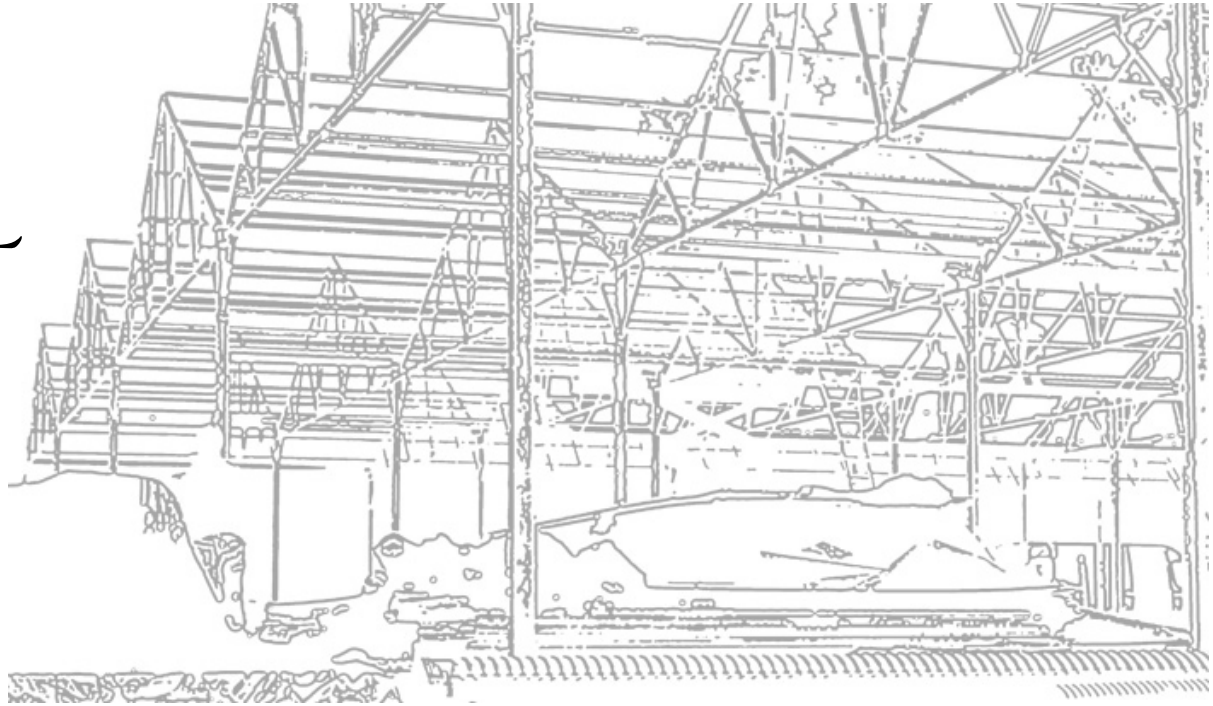
Logee's Tropical Plants Greenhouses

Product Catalog Re-Design

Rethinking Structure

PROPOSAL



08/20/10

Prepared by Rebecca Moran of Spring Hill Studio, LLC

This proposal is confidential and may not be shared with third parties outside of the Logee's Tropical Plants Greenhouses staff, without prior written permission from Rebecca Moran.

Introduction

Rebecca Moran is a professional freelance Graphic Designer and Professor of Digital Art & Design at Eastern Connecticut State University, the University of Connecticut, Storrs CT and the Art Institute Online Division, University of Pittsburgh, PA.

Spring Hill Studio, LLC owned by Rebecca Moran, is a design studio specializing in digital media for print, visual identity, web design, illustration, photography and fine art.

Portfolio	www.springhillstudio.com
Email	rebeccamoran@att.net
Cell	860. 904. 8292

Spring Hill Studio

Rebecca Moran

Thomas Watson Jr. of IBM says:

"Good Design is Good Business"

Executive Summary

The overarching goal to re-design the Logee's Product catalog is to elicit a strong aesthetic response from the customer. Getting and keeping the customer's attention is the first step in creating a strong desire in the customer to buy from Logee's Tropical Plants Greenhouses. All design decisions for the catalog re-design are consciously made to support this goal.

A product catalog, is a powerful marketing tool. It communicates Logee's visual identity by design. While the expressed goal of Logee's catalogs is to sell plants, to be cost effective this marketing tool must do much more.

The manner in which the Product Catalog is designed, published and distributed promotes Logee's public image in the market place. It establishes the greenhouse as credible and is reflective of the quality and professionalism in the Logee's Tropical Plants Greenhouse brand.

An increased level of aesthetics and organization in the catalog will improve the customers perception of Logee's Tropical Plants business as a whole. This is not an area where Logee's can afford to loose out on.

Updating the product catalogs will increase Logee's visibility to relevant target groups including new customers, established customers, employees, competitors and public authorities.

A successful completion of a product catalog redesign will contribute to the greenhouses self understanding and inspire motivation and loyalty from employees with increase customer satisfaction.

People want to buy from businesses who project quality. The public image held by Logee's is the sum total of all perceptions held by all groups. A redesign of the product catalog will achieve a positive, professional image that is cost effective and can be achieved through a conscious application of user-centered design.

In this tight economy, customers have many choices. It is prudent to take full advantage of what a redesigned product catalog can offer. An updated catalog will increase Logee's Tropical Plants Greenhouses bottom line and competitive edge in dramatic and measurable results.

Every business projects a visual identity whether it is consciously cultivated or not. It is my observation that Logee's needs their catalog to build their visual identity and show themselves as organized, professional and credible.

This proposal discusses what is entailed with a project to redesign Logee's Product Catalog template, with expressed purpose of improving sales, advance Logee's image in the market place and widen the greenhouse's customer base.

Statement of Need

An updated product catalog reflects the vision of the business it symbolizes and is a core business competency. It plays a major role in the success–or failure–of any business. Research supports that those who can effectively communicate their visual identity in a superior fashion, gain in economic benefit.

Periodically, all designed materials needs re-visioning and updating. The current Logee's catalog needs to be redesigned. Of particular need, is the information design of the layout template and the aesthetic placement and technical editing of the product photography.

Written content dictates the style and tone of catalog. A newly designed product catalog template will be based on time-tested, researched information design principles. Photographs will be edited and work with the re-design with the goal of increasing the aesthetic and functionality of the catalog. The catalog is to be technically produced from this re-designed template for publication according to printer specifications. Each step in this process influences the final look of the Logee's Product Catalog and is crucial to the catalog's optimal performance.

Opportunities are missed if the layout, photography and overall design does not adequately represent who and what Logee's is now and will be in the future.

For Logee's Product Catalog to function optimally, there are three main areas to be be evaluated for effectiveness in eliciting an aesthetic response from the customer.

Information Design: The Hidden Structure

Functional & Aesthetic
Written content drives the design of information found in the catalog. Logical organization not decoration is the overriding principle.

Product Photography: The Main Event

Technical & Aesthetic
Photography supports written content, and information design. Images follow publishing criteria and budget.

Publication: Final Outcome

Technical & Aesthetic
Research comparison of venders for best pricing per quality and quantity. Evaluation of distribution, catalog size, ink and paper quality. Positive working relationship with printer. Printer specifications, requirements and automation process considered.

Information Design

Form follows Function: First Page Re-Design

Information Design is a specialized area of design based upon researched criteria for how people find and use information. Both pages are 8" x 10.5" and all information, color, page structure and design elements are the same for both pages.

Greetings,

Energy has been high at Logee's this year and we have lots of good news to share with our customers. Our new book "Growing Tasty Tropical Plants" will be in bookstores October 20th. It includes growing information, photos and recipes for more than 75 fruiting plants that are easy-to-grow at home. You can pre-book a copy now for delivery in October (see page 46).

Our Fall catalog features several new and exciting plants. Terrarium growing is an elegant way to showcase favorite plants under glass. Our new Royal Wardian Case with Plant Collection (pg 3) is both decorative and functional. Fall and Winter Blooming Plants (pgs 4-11) have a special place in our hearts since they bloom during the "off-season" after the summer flowering bonanza is done. Ludisia alba (pg 11), a new "Jewel Orchid," is beautiful and easy to bloom. Two new Schlumbergeras, 'Thor Carmen' (pg 5) and 'Christmas Flame' (pg 6) will bloom this holiday season. In our Rare and Unusual Plants (pgs 18-21) you'll find Euphorbia punicea or "Jamaican Poinsettia" with its delightful red flower bracts. Clivia 'Good Hope' (pg 19) has clear yellow blossoms and is much sought after by clivia collectors. Operculicarya decaryi "Elephant Tree" is an unusual bonsai that's rare but easy-to-grow. And page 3 features Citrus medica 'Turunji' with its giant, unusual fruit and is one of the many fruits featured in our new book.

Logee's has been a family-owned business growing and selling tropical plants for 118 years. We are passionate about plants and enjoy sharing our love of gardening with you. Thank you to all our customers who loyally shop from Logee's. We appreciate your business.

Our best wishes for a bountiful fall season,

Byron Martin and Laurelynn Martin, Owners

Logee's Tropical Plants — GIFT CERTIFICATE

Amount: GIFTCERTP $25.00 / GIFTCERTP $50.00 / GIFTCERTP $100.00 / or any amount you choose!

Join us Saturday, November 6 and Sunday, November 7 for our 6th Annual Open House Weekend!
For details, visit www.logees.com or call 1-888-330-8038

Enliven your senses, visit Logee's today!

Come visit and wander through our enchanting greenhouses. Hear the trickling sounds of the water garden, see lemons the size of grapefruits on the Ponderosa Lemon Tree that has been there since 1900. Take a deep breath of divinely fragrant air as you meander through lush vegetation. Whether you're shopping for beautiful plants or just have a desire to surround yourself in beauty, come to Logee's; we promise it's worth the trip. Wandering through the greenhouses and retail shop makes the mail-order experience come to life! If you have a special plant in mind, call before coming to make sure it is available.

To Shop and Browse the Greenhouses:

Monday-Saturday 9am - 5pm & Sunday 11am - 5pm
Closed Major Holidays - Open Memorial Day
Winter Hours (Nov and Feb): we close at 4:30pm every day
(Dec and Jan): we close at 4:00pm every day

2

Our 2.5" pot is .26 l or 8.8 fl. oz. by volume. Our 4" pot is .44 l or 14.9 fl. oz. by volume. Our 5" pot is .76 l or 1.6 pts. by volume.

100% SATISFACTION GUARANTEE
If you are not completely satisfied with your order, simply contact us within 30 days and we will either send you replacements or refund the full price of your merchandise.

~WHAT'S INSIDE~

4 Fall and Winter Blooming Plants
12 Patio, Sunroom and Garden
18 Rare and Unusual Plants
22 Cacti and Succulents
24 Indestructible House Plants
28 Edible and Ornamental Fruiting Plants
36 Vines and Climbers
38 Begonias
40 Plant Care Products
42 Orchids
44 Gifts for Gardeners

Fall Catalog pricing is good through December 31, 2010.

Three Ways To Order

Call Toll-Free **1-888-330-8038**
Monday through Friday from 9am to 5pm (E.S.T.)

Fax Toll-Free **1-888-774-9932**

Order Online at **www.logees.com**
Secure Internet Shopping

What You'll Receive

Our growers take great pride in providing healthy, robust plants. We sell 2.5" and 4" potted plants. The 2.5" size is ideal to plant in a larger pot or directly into the garden. The larger 4" potted plant is double the size of the 2.5" for a fuller plant that will bloom sooner. Many plants pictured in the catalog are the mature specimens.

2.5" POT — 4" POT

Examples of plants we ship.

Laurelyn & Bryon Martin
Owners

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GIFTCERTP $25.00 / GIFTCERTP $50.00 / GIFTCERTP $100.00 / Or any amount you choose

Amount

What You'll Receive — Example of plants we ship

Our growers take great pride in providing healthy robust plants. We sell 2.5" and 4" potted plants. The 2.5" size is idea to plant in a larger port or directly into the garden. The larger 4" potted plant is double the size of the 2.5" for a fuller plant that will bloom sooner. Many plants pictured in the catalog are the mature specimens.

2.5" pot — 4" pot

Three Ways to Order
Call toll free 888. 330. 8038 — Mon-Frid 9am - 5pm EST
FAX toll free 888. 774. 9932
Order Online at www.logees.com secure internet shopping

2

Our 2.5" pot is .26 or 8.8 floz by volume. Our 4" pot is .441 or 14.9 fl. oz by volume. Our 5" pot is .761 or 1.6 pts by volume.

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Join us for our
6th ANNUAL OPEN HOUSE WEEKEND
Saturday & Sunday
November 6th & 7th

Enliven You Senses!
Visit Logee's Today

Come visit and wander through our enchanting greenhouses. Hear the trickling sounds for the water garden, see lemons the size of grapefruits on the Ponderosa Lemon Tree that has been there since 1900. Take a deep breath of divinely fragrant air as you meander through lush vegetation. Whether you're shopping for beautiful plants or just have a desire to surround yourself in beauty, come to Logee's, we promise it's worth the trip. Wandering through the greenhouses and retail shop makes the mail-order experience come to life! If you have a special plant in mind, call before coming to make sure it is available.

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Information Design

The First Impression

In this redesign of page two, I have organized the information on this page, hierarchically. What catches the eye of the customer is decided by the business professional, before the layout process begins. Because the first two pages of the catalog is what the customer typically looks at first, these pages set the tone and style for the rest of the catalog.

Even though this page is logically re-designed, the principles of user-centered design are not being fully implemented. Too much information not necessary to the function of this page is being offered. The major function of these two pages is informative and for the customers convenience, not as decoration or space for brash advertisements.

A compelling introduction about who Logee's Tropical Plants Greenhouses can be integrated with a personalized seasonal or a *What's New* letter from the owners, with photographs that connect with Logee's customer's and informs new ones. The first double page spread, should signal to the customer that this catalog is geared toward their needs.

Instead of multiple randomly placed small ads these pages should have introduction and navigational areas like: a prominent Table of Contents, Logee's Guarantee, Symbol Key etc. These areas should be consistent from catalog to catalog, as customers will able to use the information presented and come to rely on it.

Beautifully photographed images of the inside of the old greenhouse would be charming and is a strong unique visual asset not currently being taken advantage of.

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2.5" pot
4" pot

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Information Design

Sample Redesign: The Double Page Spread

Consistent, Logical & User-Centered

"Many references to winter evenings spent daydreaming over the pages of the Logee's Greenhouse catalog" Web based Green Thumbs Articles written by Patricia Wainwright

Curry Leaf, Murray koenigli
The famed Curry Leaf plant native to India & Sri Lanka, lends it's pungent flavor as a main ingredient is delicious curries. The main-segmented foliage is borne on a compact bush for convenient harvesting.
R1443-2 each 2.5" pot $11.95
1-3' | 55° | SU | Z9

Chinese Perfume Plant, Aglaia odorata
Tiny yellow flowers appear on and off throughout the year and have a delicate sweet fragrance. The scented yellow blooms can be enjoyed server al time a year. It's habit is upright and bushy, and it does well under conditions of low light and humidity. Even with little maintenance .Very easy to grow.
R1924-2 each 2.5" pot $14.95
3-4' | 35° | EV | Z10 | Fr

Poet's Jasmine, Single, Jasminum grandiflortum
The rick sweet fragrance emanating from the 1" single blooms will intoxicate one;s spirit. Blooming Spring thru fall in temperate areas and an ever bloomer in southern climates, this robust vine make a fine potted specimen when trained on a trellis or stake. More vigorous than the double form, this jasmine grows quickly and has a strong resilient root system.
R1443-2 each 2.5" pot $11.95
1-3' | 45° | SP, S, F | Z8 | Fr

Fortuniana, Gardenia jasminoides
The corsage Gardenia has medium size, glossy green leaves and an abundance of deeply perfumed flowers. It is the freest blooming variety, flowering for us most of the year. When grown in full to partial sun, you are sure to enjoy this intermittent bloomer.
R12784-4 each 4" pot $15.95
R12784-2 each 2.5" pot $7.95
1-3' | 60° | IN | Z8 | Fr

Weeping Blue Ginger, Dichorisandra pendula
From Brazil comes a wonderful container plant for the full to partial sun exposure. In the tips of the lateral growth small blue flowers dangle from pendulous stems blooming throughout most of the year. The flower bracts continue to repeat blooms over many months with flowers arriving daily. On sunny days, the flowers will close in the afternoon but remain open if it's cloudy. As the plant matures it has a unique lateral branching habit that gives it an Oriental look. To maintain the plants at the desired height, top prune the rising growth. A member of the spiderwort family, it is easy to grow and tolerant in extremes of culture.
R1832-2 each 2.5" pot $9.95
1-3' | 60° | IN | Z8 | Fr

Madagascar Jasmine, Stephanoitis floribunda
A long time favorite used for wedding bouquets, with waxy clusters of fragrant white flowers set among its dark shiny leaves. This summer bloomer can be used as a cut flower to carry sweet scent throughout the home making this an excellent indoor plant. Only prune in late summer or early fall once flowering has ceased.
R1567-2 each 2.5" pot $10.95
SAVE 2 or more $9.95 each
2-3' | 50° | SP, S | Z10 | Fr

Yellow, Gardenia jasminoides
A different twist to this famous plant, the highly fragrant flowers of the cultivar turn to a deep golden-yellow several days sooner than regular varieties giving the effect of a yellow gardenia The habit is upright and vigorous with a blooming season that stretches from late winter until fall.
R2306-2 each 2.5" pot $8.95
1-3' | 55° | SU | Z9 | Fr

Jasmine Fragrance Collection
We've combined three of our best Jasmines into a Fragrance Collection. You'll receive one each of Jasminum "*Maid of New Orleans*", Jasminum humile 'Revolutum', "*Yellow Jasmine nitidum*, "*Royal Jasmine*", each, in a 2.5" pot.
X9057-3 each 2.5" pot $26.95
1-2' | 60° | EV | Z10 | Fr

Banana Shrub, Michelia figo
Delightfully sweet, this banana-like floral scent is a must for the fragrant garden. Known as the "*Banana Shrub*" this Chinese member of the magnolia family blooms all year. It is most heavily ladened with 2" creamy yellow and blushed purple flowers in late winter and early spring.
R1436-4 each 4" pot $18.95
2-4' | 55° | EV | Z8 | Fr

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14 Patio, Sunroom & Garden **The Fragrance Collection**

My approach to page layout originates from these assumptions: consumers are intelligent, need information quickly, want what is offered and have many other choices to purchase these products from other greenhouses.

Design decisions on written content, photography and product placement are made with the goal of producing the most aesthetically designed pages, as possible. This can be achieved by grouping product and content, logically and consistently. Page structure must be organized to achieve an aesthetic response. The underlying structure of the page design is sensed by the consumer, not seen. This builds confidence and Logee's is viewed as professional and credible.

The upper level staff must generally direct the designer in the placement of certain products, but it is the designers responsibility to do this using all the visual skills at their disposal. In other words, page aesthetics are not dictated by the business professional, style, tone, content and emphasis is.

It is my expectation to be told "emphasis this product". It would not be a good use of my skills to say: "make this font bigger." One outlines the work to be done, allowing the designer to do their job; the other, does the job of the designer.

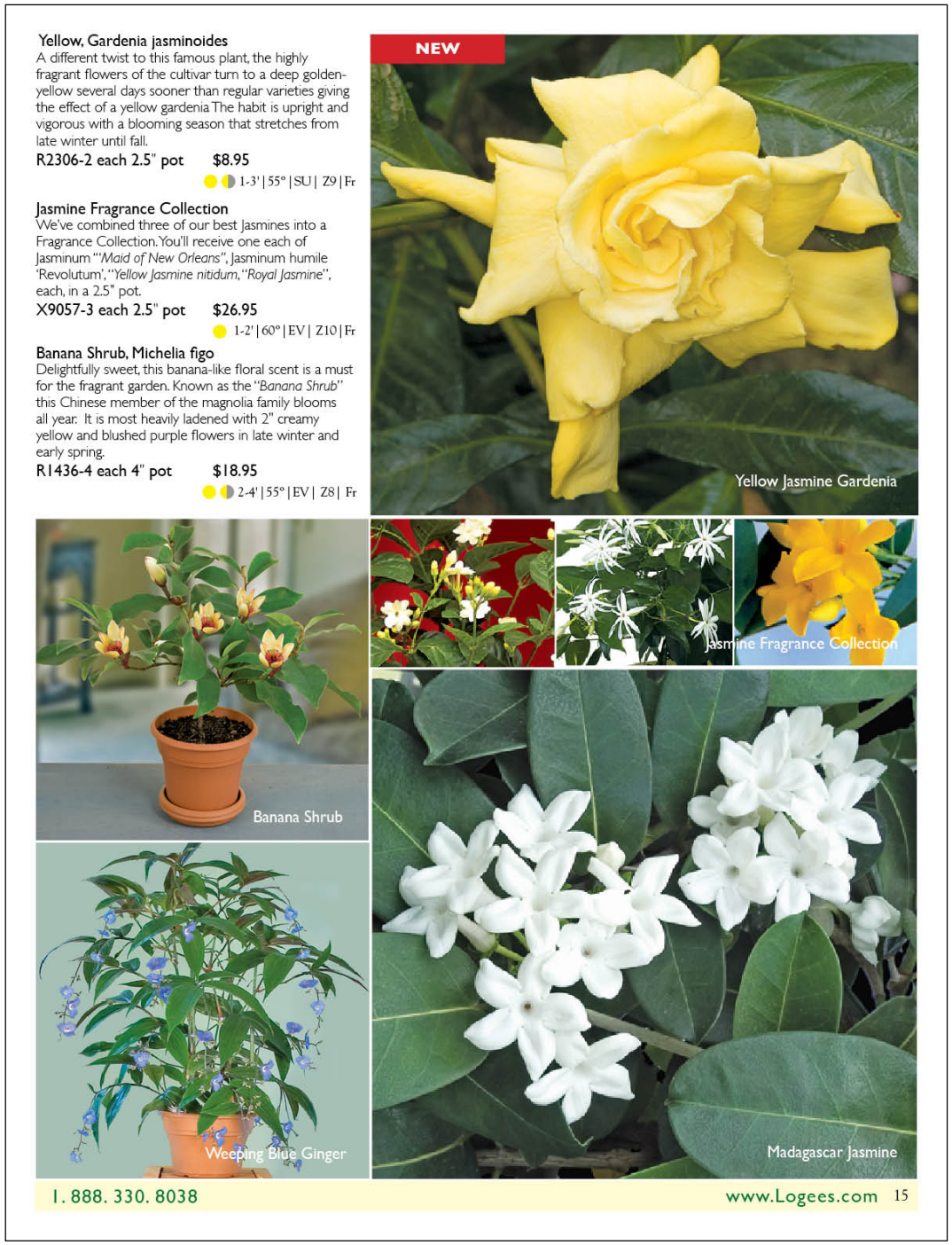
The needs of the business are communicated clearly and the designer implements them. This is an important part in my approach to design.

Small details invites readership, informs and clarifies catalog information. The structure of the page is purposefully designed for flexibility, accommodating the needs of the images and writing.

Symbols are easier to read instead of tiny illustrations found in various parts of the catalog. Price is in the same spot making easy to find. Note how "NEW" stands out without being aggressive.

A variety of colors and sizes keep the underlying structure from becoming rigid. The balance of variety and structure holds the customer's attention. Images of products are the most important part, not hunting for information. Plants are labeled in friendly lay terms. Written descriptions are logical placed and in close proximity to the photograph whenever possible. They give the customer more information such as the latin naming conventions as well as ideas, history and fantasy regarding the product.

All these considerations work together to form a cohesive whole among the products on this sample page layout.



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1-3' | 55° | SU | Z9 | Fr

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2-4' | 55° | EV | Z8 | Fr

Photography: The Main Event

Technical to Aesthetics

To prepare product photographs to use in a catalog design, the photographs will require processing of the digital file for exposure, color, clipping paths and be saved in a digital format appropriate for the publishing company.

The better the photograph, the *less* editing is required, but some is required none the less. It is advisable to work with a professional photographer, if at all possible to reduce time spent on editing.

The necessary quality of the image is dependent on the the print job specifications particularly the quality of the paper. In order for images to have professional results in the printed catalog, all photographs must be:

1. Product in focus.
2. Image digitally edited.
3. Digital files in the appropriate size & format for print reproduction.
4. Images integrated with written content & layout design.

All photographs should be edited and saved in a digital file format and file data size specified by the printer.

Logee's should have an organized data-base for sorting, storing, and reusing edited photographs.

Shooting in the camera raw digital file format is the recommended optimal digital file capture. Raw files are considered the digital equivalent of the traditional photographic negative. Shooting images in this file format allows the images to be edited in Photoshop as it holds all the digital data of the photograph. Numerous creative ways can be explored with editing with this file format, but ultimately the file format depends on the final use of the photograph and how the photograph is to be printed.

The technical requirements for photographing products, a high-end digital SLR with the best len one can afford is recommended. The image is generally only as good as the lens that it is shot with.

With the prevalence of digital cameras most anyone can capture digital images. But not everyone can edit them or think creatively and see them as a possibility for art. This job usually falls to the designer.

An Idea Worth Trying:

Logee's has a loyal following and it might be interesting to solicit a "best" photograph campaign as a marketing strategy. A contest inviting customers to send in their best plant photos with the reward of having a winners photograph selected as the image published for the cover of a Logee's Product catalog.

Photography

Aesthetics

Creative use of product photography will give Logee's catalog a distinctive look. The goal is to standout from the competition and capture the customers attention.

Most designers have professional photography skills and expertise with editing images in Photoshop. This is necessary to fix a multitude of flaws commonly found in most photographs.

Here is an example of how powerful editing a photograph can be.

An average photograph is brought into Photoshop and edited by adjusting the levels, to boost contrast and lighten the foreground. The background is darkened for richer color to give more contrast and readability to the text and logo.

The diagonal, produces a dynamic composition in an average photograph. Taken with a Nikon D-60 on Automatic in a jpeg file format at 300 dpi, at 13"x 8.6" this image can be edited in Photoshop saved in the appropriate file format for either screen or print.

The yellow color (the complement to purple) is picked up and repeated throughout the photography and text. The edited photograph and the layout must work together to form a cohesive whole.

Publication

"In the end, it is the printer and the choices made by the designer during the printing process, that makes the catalog look good."

A successfully produced catalog depends on a positive working relationship with an experienced and knowledgeable representative of a reputable printing company.

It is advantageous for the printing professional to understand the designer's vision (which is established by Logee's) for the final look and feel of the catalog. A good rep. trouble shoots between the needs of the designer, production artist and printing company.

Negotiations for a print job, typically involve the physical characteristics of the catalog such as trim size, paper quality, inks, distribution, mailing requirements, deadlines and how many are being published. Digital requirements such as file formatting, dpi, and data size are usually provided by the production artist at the printer's specifications.

A hard copy or mock up of the catalog is usually required before going to press. Before a press run, a printer's proof and press check are the standard offering of the printer. Mistakes made in the printing process are costly and are of grave concern to the designer, as they dramatically effect the final look of the product catalog.

When large amounts of data and frequent production of product catalogs are being published, automated software solutions to interface with the InDesign Adobe Creative Suite software are available. This can save time and money for tedious and repetitive tasks associated with catalog production. This work flow requires the production artist know how to implement the automated process.

Production is an area of expertise for the production artist, who may or may not have expertise in designing the layout or in editing photographs. The automated process is not my area of expertise, designing information and image editing, is.

All designers must make decisions about layout and photography by keeping in mind the final print production process.

It might be wise to evaluate Logee's relationship with their printing company. Large printing jobs, such as catalog production are competitive due to the high cost of printing and it might prove cost effective to comparison shop by researching printers who would be willing to increase the value of what they offer for the printing job for the Logee's Product Catalogs.

Objectives

Communicate Logee's Greenhouse mission and identify its core values to reflect growth and change.

Improve the quality and effectiveness of Logee's communications.

Be consistent in the design of information to give credibility which will improve market value and the greenhouse's bottom line.

Provide control and consistency of message and quality while engendering a collective sense of ownership and direction within the business of Logee's Tropical Plants Greenhouse brand.

Develop a strong, recognizable and highly differentiated brand which is capable of development in the years to come.

Position the greenhouse to communicate effectively with precise content and a driven messages.

Connote a thoughtful and purposeful greenhouse facility mirroring the quality of its products and services. It is the visual equivalent of saying: "We care about you and are devoted to excellence."

Signal to all groups an increase in value, credibility, and renewed commitment to the Logee's Tropical Plants and Greenhouse business.

Energize the greenhouse's image, as a professional business responsible for being current and up to date.

It is incumbent on Logee's Tropical Plants Greenhouses to ensure and consciously direct its continued presence in the marketplace.

A Product Catalog Redesign will strengthening the greenhouse's market position by providing a more compelling reason for customers to buy plants and support the Logee's Greenhouse business.

"Design is directed toward human beings. To design is to solve human problems by identifying them, examining alternate solutions to them, choosing and executing the best solution."
~ Ivan Chermayeff

The Design Process

Statement of Work

PHASE 1 PLANNING

Defining the Problem and Writing the Design Brief

Research into background information at the outset is key to creating a design that communicates the project objectives clearly. The needs that Logee's Product Catalog have will be examined closely including all goals and objectives. Allowing business input from key people in the development of the catalog redesign will save time.

Each person introduces new perspectives, values, issues, constraints and needs, related to the project and a sense of participation is created. By posing and answering critical questions, a committee defines important aspects of the design problem, right from the start.

Collaborative working relationships develop as owner and staff work in partnership coming to agreement on what the desired image will be.

We will identify criteria for evaluation based on specific business objectives. These objectives are matched to a design strategy specific to the project found in the brief, and guide the creation of an original solution. In this case a re-designed Product Catalog.

The quality of the redesign will owe much to the level of openness and candid consultation that is established and the amount of information and cooperation made available to the designer.

When writing up a design brief for this project, we want to outline the objectives for the creation of this catalog redesign.

All work done is evaluated against what the owners and professional staff agree to achieve stated in the Design Brief.

The Design Process

Statement of Work

"Good design begins with honesty, asks tough questions, comes from collaboration and from trusting your intuition." ~ Freeman Thomas

PHASE 1 PLANNING

Defining the Problem and Writing the Design Brief
continued.

Typical Questions for Consideration:

What are the primary agreed upon objectives for this project?

Why is this project necessary and why at this particular time?

What business outcomes are expected from this re-design?

Who is your intended target audience?

What is the visual style,tone and feeling do you want to publicly portray?

Who is responsible for implementing and managing this process?

What other design elements related to the catalog do you need?

What are the application of these elements?

Note some of these questions have been discussed and answered or partially answered already.

Traditionally a committee collaboratively forms and answers questions. Specific and necessary information about the catalog re-design emerges and is communicated to the designer.

The information from the questions fuels the evaluation criteria for the re-design process.

The Design Process
Statement of Work

PHASE 2 RESEARCH & ANAYSIS
Gathering Information, Fact Finding

Analyzing gathered information is what informs the design process and is an important tool for creative problem solving.

Resources for information gathering can be formal or informal and can be based on sales figures, interviews, with groups and/or individual meetings.

Profile of Logee's Greenhouse catalog needs.
Collect existing graphic materials.

Research other industry product catalog layouts.

Consult with owners and relevant staff.

Review current marketing plan, understand budget and limitations that might effect design.

PHASE 3 CONCEPTION
Ideation or Putting it on Paper

Three comprehensive layouts of the catalog re-design are offered at this stage, for evaluation by the committee or relevant staff. The designs are evaluated for effectiveness and adherence to the objectives specified by the project criteria written in the design brief.

A design direction is chosen for the final template re-design. Because this stage is visual and was requested during our initial meeting, I have gone ahead and shown samples of the product catalog re-design at this stage, in the beginning of this proposal.

*Note many hours can be lost attempting to satisfy a design direction without first going through the problem identification and research inherent in the first two stages.

Review discussion of sample re-designed layouts in the form of a cover page, the first double page spread and inside double page spread of the Logee's Product Catalog re-design. Sample re-design provided in this proposal.

*Apply the following analogy to the design process. If you start a trip driving from Connecticut to California without a map, you may or may not know you need to go west. The chances are great that you will get lost or be detoured, without a map. The worse would be you don't get there or it might take a lot longer if you do. Although a map is not as exciting as the trip, it is necessary for an expedient and successful journey.

The Design Process
Statement of Work

PHASE 4 COMPREHENSIVE LAYOUTS
Finding a Solution

Out of the three creative design concepts from the previous phase, will be chosen for implementation in Adobe InDesign. I will make a mock up similar to what the layout samples look like in this proposal. Professional staff will be invited to contribute feedback. The final layout design will address business objectives, set forth in the brief and receive a visual audit. I do recommend some form of testing on the chosen template layout design, to insure that the design direction is on the right track.

Refine thumbnail sketches to roughs.

Refine roughs to comprehensive layouts.

Present a maximum of three layouts.

Critique layouts for feedback. make changes to meet business objectives and design strategies.

Selection of three concepts for possible final product catalog re-design and further refinement.

PHASE 5 GRAPHIC PRODUCTION
Implementation & Measurement

The design of the successful layout will ensure the Logee's Product Catalog is clearly differentiated, visually from other catalogs. The template will be created in the final approved design and it is recommended that a catalog be printed with the new template.

Frequent testing for feedback is desirable and is recommended for Phase 4 and 5. Testing in the final phase, can be accomplished through informal interviews and/or questionnaires.

If available, other testing methods may be used. The ultimate test is to chart the customer response to the new product catalog in terms of increased sales and ordering of products.

Edited images (as needed) assemble exact text and images.

Present three comprehensive layouts to committee, get feedback, implement feedback.

Select one final concept to develop fully into the final catalog layout template.

Test final redesign on target groups, implement changes (as needed).

Prepare final template for presentation to owners and staff for approval with test results.

Timetable

This timetable is tentative and flexible. It can be amended around Logee's needs. This is a general estimate of the time it might take to create a redesigned template for Logee's Product catalog. Time can vary depending on staff cooperation and availability.

PHASE	DESCRIPTION	START DATE TO COMPLETION	
1	Planning	08. 31.10	First meeting of staff involved
		09. 07.10	Second meeting to organize goals & write brief
2	Research	09. 14.10	Design Brief feedback and revisions
3	Conception	09. 22.10	Finalized brief
		10. 06.10	Three roughs for presentation to staff
4	Solution	10. 20.10	Three semi-final versions to staff
		11. 03.10	Final template re-design for staff approval
5	Implementation	11.17.10	Implementation of new catalog template used in the of production of a new product catalog. Monitoring of consumer response.

Budget

Every design project has its own needs regarding how long it takes. This estimate is for a catalog re-design based on similar projects. The amount of time it will take is variable, the hourly rate remains consistent. *Actual time is logged with a software tracking program. The log is available for review at any time, during the work phase.

PHASE	DESCRIPTION	*TIME	$75/hr
1	Planning: Two meetings/ staff to write brief for the scope of the work to be done. Collaborative	2 hours	$150.00
2	Research: Information gathering, competition's catalogs analysis & review of what goes in the catalog and why	3 hours	$150.00
3	Conception: Designer produces three comprehensive layouts specific to the brief criteria	10 hours	$750.00
4	Solution: Final template design of catalog designed, minimal editing of photographs	15 hours	$1125.00
5	Implementation of template by production designer, interface with printer	10 hours	$750.00
Total estimate		40 hours	$3000.00

Key Personnel

Every business has roles and job descriptions for it's staff set up differently as different people contribute their skills and talents depending on the needs of the business and available staff.

It is recommended that a committee be made up of the owners of Logee's and other essential staff, which can be determined, as this project progresses.

Project owners are currently designated as the Co-owner of Logee's Tropical Plants, Greenhouses: Laurelyn Martin and Bryon Martin and the designer, Rebecca Moran.

The committee will be routinely consulted during all design phases. It is recommended that the designer work with one person who is in charge of making most of the final decisions to write a short project brief for the re-design to clarify the scope of the project.

Feedback will be solicited on the brief as open and candid dialogue is a critical to the success of the Product catalog Redesign.

NOTE Estimated time related to budget. This proposal includes a product catalog template with cover design, inside double page spreads, supporting graphics and necessary photography editing related to the printing of the product catalog re-design. This process may take more or less time than the estimated time to complete this project given the level of cooperation and communication between staff. Defined personnel roles can effect the amount of time spent on this proposed project of a product catalog re-design.

OWNERS
Sets direction for Logee's Tropical Plants Greenhouses brand.

MARKETING STAFF
Sets business plan and marketing strategies in place.

WRITER
Sets tone and style for catalog copy and written content.

PHOTOGRAPHER
Provides images to be edited by the designers. Maintains data-base of images.

SENIOR DESIGNER
Oversees information design of Product catalog template, editing of photographs, cover design and printer specification.

PRODUCTION ARTIST
Implements catalog re-design via template, automation of software, interfaces with printer, according to budget and needs set by owners, marketing staff and senior designer.

Evaluation

Meeting early on in this process, confirms the values, position and direction for the Product Catalog re-design.

Each design phase is evaluated before moving on to the next. Evaluation is an on-going process and based on objective feedback as is relates to the design brief.

Logee's Product Catalog re-design concepts encapsulate the key elements of the Logee's identity and are supported by the committee.

If the design outcomes and business objectives are achieved, the re-design is considered successful.

Hard copies and samples of the final redesigns are made available to each committee member for input.

Committee members determine if the Redesign designs meet Logee's business goals and design strategy as outlined in the Design Brief.

Testing the Redesign with target audiences using standard marketing tools.

Develop measurement metrics if none exists, to determine target audiences reaction to the re-designed Product catalogs

Conclusion

Effective design is a problem-solving discipline. It is not arbitrary, random or inexplicable.

In establishing a framework at the beginning of the process, we create a roadmap that proves useful for feedback and a tracking. By defining the design problem, we are able to apply meaningful design solutions for which there is measured accountability.

Identifying the business objectives and applying an individualized design strategy, accomplishes the goals set forth at the beginning of this proposal.

Creating business-oriented design solutions, with key personnel actively involved in each phase, results in a logical understanding of what may initially seem to be a mysterious and unpredictable process.`

This approach will:

Involve others in the work of design,
I value their expertise and they, mine.

Consider staff as partners in solving the design problem of a Product Catalog Re-design.

Understand and effectively communicate the added value of informed design to the success of Logee's business goals and objectives.

Be collaborative and accessible to partner with.

Understand the target audiences and create design that is based on the need of Logee's Tropical Plants Greenhouses and the needs of their customers.

Endorsements

Who: Fe Delos-Santos, Program Director,
for The Asian American Studies Institute.
Where: University of Connecticut, Storrs CT
What: Logo re-design, web site design/development
http://asianamerican.uconn.edu/, and 7 years of newsletter design

Who: Brian Oatway, Progressive Engineering Firm
Where: Glastonbury, CT
What: Visual Identity Program
Logo re-design, business stationary design including letterhead, envelope and mailing labels. Standards manual and templates of page layouts for firms proposal covers, resumes, project layouts and die-cut pocket folders.
http://www.springhillstudio.com/new.htm

Who: Virginia D. Walton , Recycling Program Coordination
Where: Town of Mansfield in conjunction with the
Connecticut State Department of Environmental Protection
What: A comprehensive School Composite Manual for Connecticut Schools and Mansfield Middle School Compositing Program web site.
http://www.mansfieldct.org/schools/MMS/compost/index.htm

Who: Mona Friedland, Vice President, Philanthropy
for Windham Regional Community Hospital
Where: Willimantic, CT
What: Visual Identity Program for Windham Hospital including logo redesign, templates for business stationary, flags for hospital grounds, logo implementation and signage throughout the hospital

"...Boy, have I been receiving loads of compliments! So, I pass them on to you, the designer. "Very excellent job" is the essence of the comments I am getting. Once again, thank you!
~Virginia D. Walton"