

The Canister Project Methodology

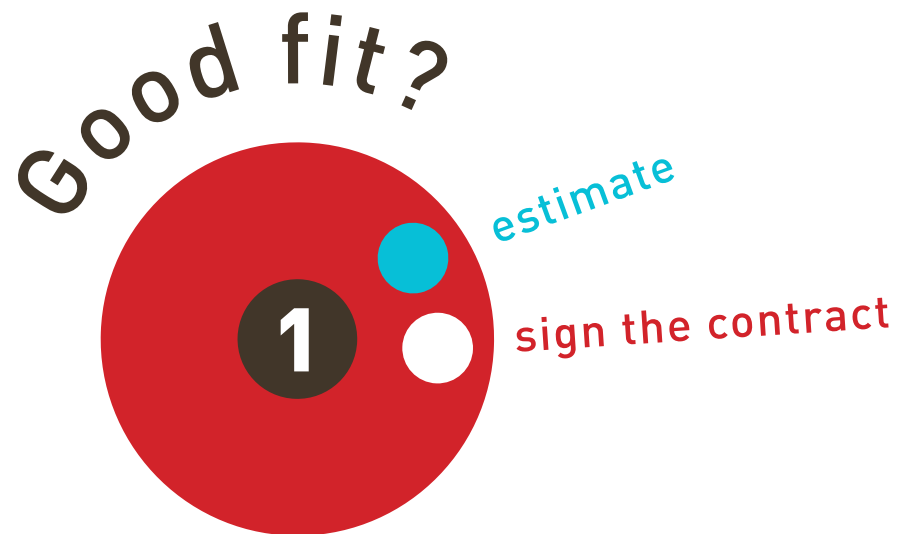
Step 1: Determine fit

The first step is a meeting where we all determine if there is a good fit.

We show you our portfolio, explain our methodology and describe your role in the process.

You tell us about your organization, describe the project to us and then — if we all feel there is a good fit — we gather enough information so we can accurately estimate on the project.

Once the estimate is accepted, you sign the contract and give us the green light to begin the work.



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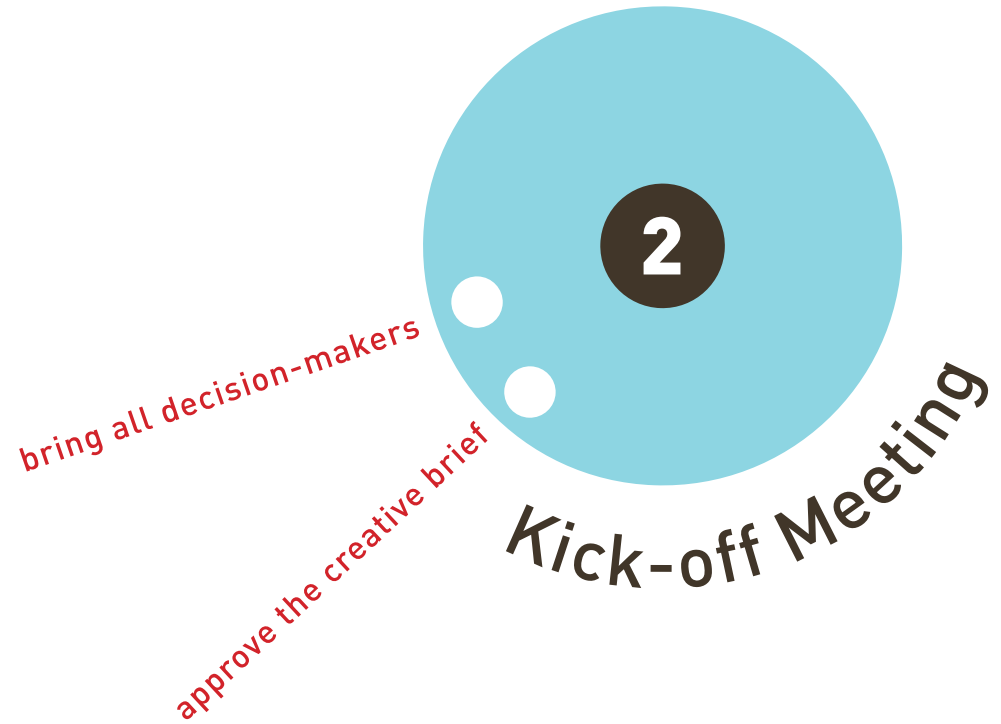
Step 2: Kick-off Meeting

The work starts with a kick-off meeting. It is important to have all the decision-makers at the table for this meeting because this is when we write the Creative Brief — a statement that outlines the instructions for the project.

We gather important information about your goals, target audience, any parameters of the project and background details.

We identify the key message that you want to convey, and discuss concepts like style and mood.

We end the meeting when the decision-makers approve the Creative Brief.



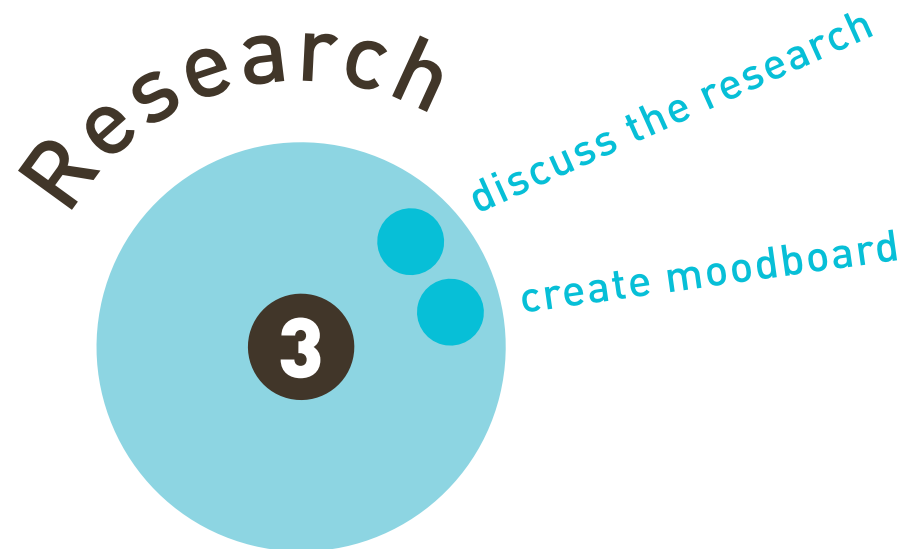
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Step 3: Research

Research is the backbone of the project. We learn about your industry and your competitors; we investigate current trends and consult with relevant experts. The information we gather informs our decisions: it leads to insight about the best direction for your project.

Next we create a mood board: this is the first visual we will show you. We use a mood board to give you a sense of the direction we recommend in order to ensure we are on the same page before we start generating concepts.

We discuss the mood board and our research findings with you and make recommendations about how to proceed.



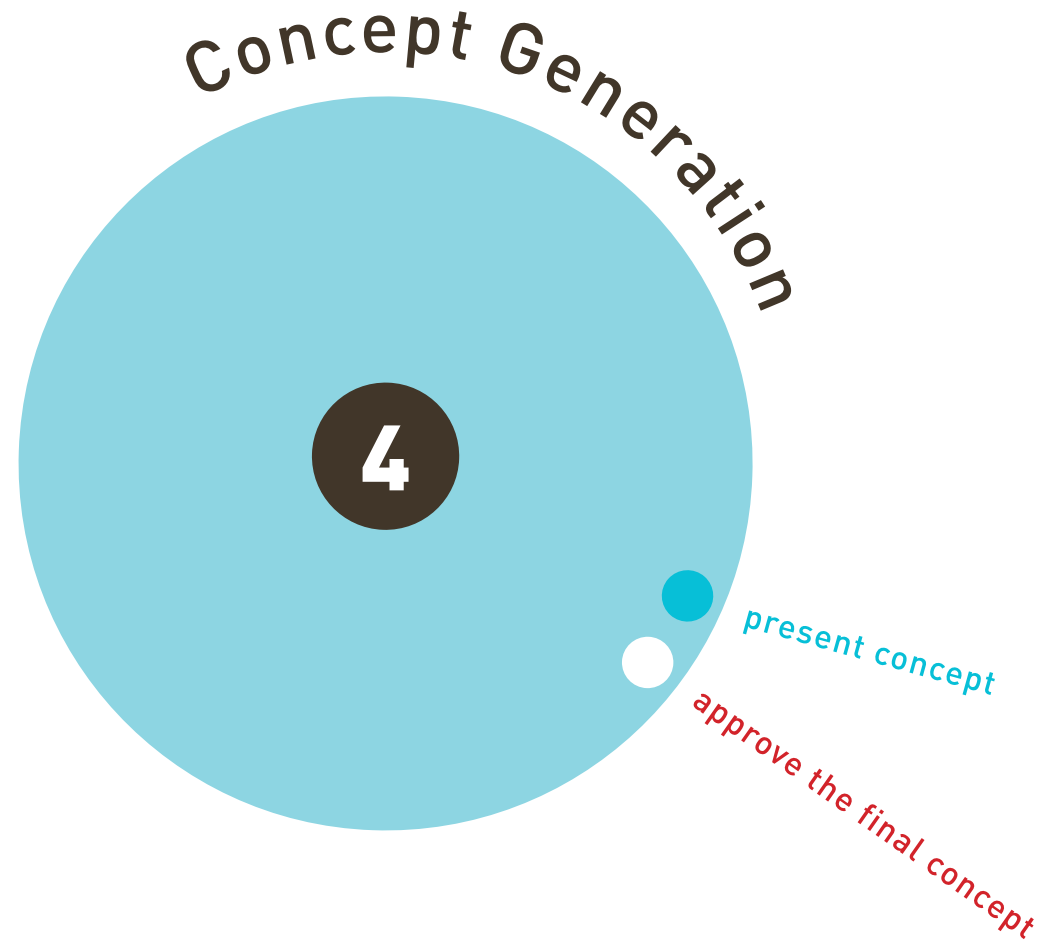
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Step 4: Concept Generation

Concept Generation is the core of the project. We take the Creative Brief, the research, the mood board and the insights we've had along the way and generate several rough concepts.

We choose the most promising concept and develop it until it is ready to be presented to the decision-makers. During the presentation of our recommended concept, we discuss how it relates to the Creative Brief, the target audience and research findings.

If the concept is not approved as presented, we talk about how to refine it, then iterate until the concept is approved.



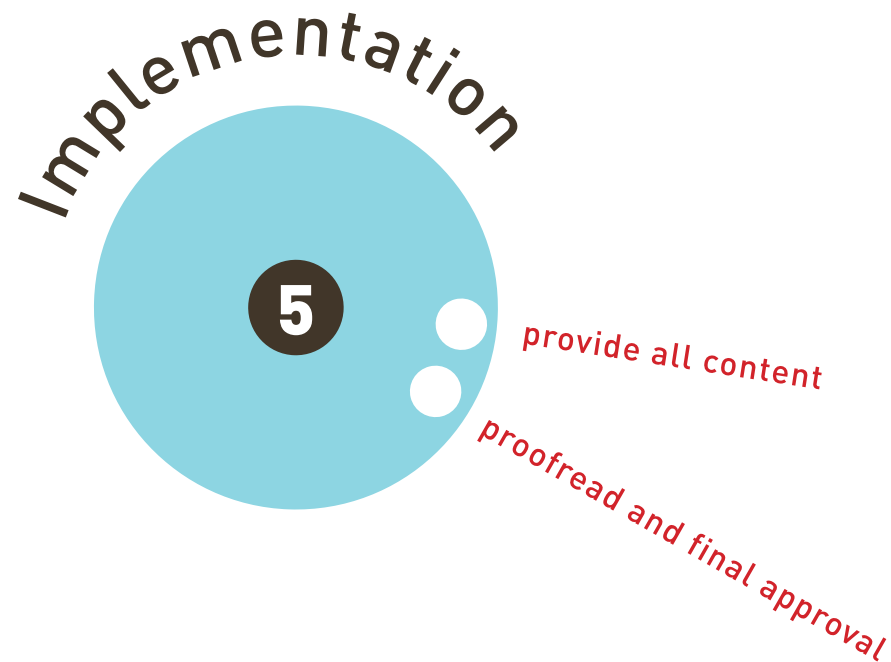
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Step 5: Implementation

Once we have the Core Artwork, it is time to implement it. We apply the artwork to all the components of the project such as: a website, catalogue, ad campaign, business cards, and so forth. There may be many components, or just one.

Each component now becomes a separate mini-project that goes through its own proofreading and approval stage. Your participation in the proofreading stage is critical.

This step is also when we request estimates from vendors such as printers, and contract outside service providers like illustrators, photographers or other content developers.



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Phase 6: Output

Once all components have been proofread and approved, it is time to send them out for manufacturing to vendors such as printers, silk-screeners, or programmers.

We oversee the process and conduct quality control activities, such as press checks, to ensure the final product meets expectations.

Once everything has been manufactured, it gets delivered: the website will go live, the catalogues will arrive at your door, or the ad campaign will be distributed.

Final delivery marks the end of the project.

