



Typical Project Workflow

This document describes the typical workflow for Lytra, Inc. media projects. The actual process for your project may vary from this description, depending on the scope and specifications to be addressed. Also note that the “Working Together” video on the Lytra website offers additional information and insights into the process we can follow on your next media project.

Requirements

You establish the project outcomes and define the work products you wish to receive. Together, we explore ideas and suggestions about production options, costs and the intended audience. Usually, this process occurs through telephone calls and emails. Depending on the type of project, it may be appropriate to share and review samples of materials appropriate to the production. In addition, we can use online web conferences to clarify the finer points and to expedite the process.

Quotation

Afterwards, we prepare a written quotation that includes task, media, financial and time variables for your consideration. A pricing format is proposed, which may involve hourly or fixed-price services as well as expenses. Next, we clarify project milestones as well as who will contribute materials and how the work products will be produced.

Production

The scope and sequence of production tasks will vary from one project to another. Generally, larger projects start by drafting text materials and artwork. Creating and processing images comes next, followed by the editing and assembly of programs. Smaller projects might be confined to simply organizing and annotating files. Except for on-location photography, your entire project can be managed online and by telephone.

Approval

We notify you when assets are ready and arrange for a preview — either through an Internet address or through a web conference. As always, we will make sure that you have ready access to any collateral information such as the original specifications as well as invoice amounts and details. This is the time to make any clarifications or adjustments to the scope of the project if necessary. To approve the work, you simply respond to the email we submit for the work performed. Note that large projects may involve multiple approvals and invoices at predefined milestones.

Payment

On receipt of your approval, we send an invoice by email so that you can process your payment. You can make a secure payment from this email by credit card or an electronic funds transfer. As soon as the funds are received, we notify you about how to take delivery of your project.

Delivery

You may receive project deliverables in several ways, depending on the type of project. This may include downloads from the web site, FTP transfers, email attachments or CDs and DVDs sent by surface mail. Anyone with a computer and an Internet connection can participate.