

How We Work

Design, Development and Production Process

Start of Work Meeting

- Client brings all applicable background materials
- Bodnar Creative brings writers/project developers, and if applicable, interactive programmers and flash creatives
- Project objectives are mapped out
- Needed information is determined, with potential sources identified
- Project milestones and audience requirements are established

Project Discovery

- "Real world" information is benchmarked and researched on the internet
- If required, interactive activities are determined
- If the project uses extensive interactive delivery, Gyro Creative is simultaneously at work on template and flash building

Writing/Production

- A timeline of several days to two weeks is needed to write copy and/or develop a program
- Time required to produce interactive media depends on the complexity of the project
- All copy is formatted using Adobe Creative Suite and Microsoft Office software
- Completion of every draft passes an internal review prior to client submission
- Proofing process includes several steps, including mechanical "spell check" and physical proofing by more than one person
- Four to five drafts are typically created
- Changes to copy and interactive media can be made at any time during our creative and production process

Interactive Media Piloting

- Pilot of all project materials and interactive media is conducted with client team
- Pilot changes are incorporated into the final media

Project Completion

- Copy of all source materials is given to the client
- Post-project lessons learned meeting is held